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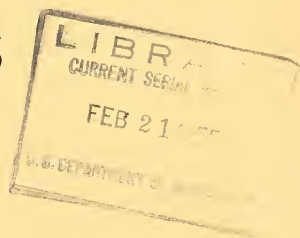
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CONSUMER PURCHASES OF FRUITS AND JUICES

 Family
by
 Characteristics,

Oct. 1953 - Mar. 1954



UNITED STATES DEPARTMENT OF AGRICULTURE
AGRICULTURAL MARKETING SERVICE

Washington, D. C.

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PREFACE

This report summarizes data on household consumer purchases of fresh citrus fruits, canned and frozen juices and ades during the 6-month period October 1953-March 1954. Data for the October 1951-March 1952 period are presented here for comparative purposes. These data are developed from those appearing in a current series of monthly reports entitled, "Consumer Purchases of Fruits and Juices," and a series of quarterly reports entitled "Consumer Purchases of Fruits and Juices by Regions and Retail Outlets." The purpose of this report is to provide additional information concerning buying practices of families as related to geographic region and size of city in which they live, family income, family size and ages of children, age of housewife, and occupation and education of family head.

The "family income" classification used in this report was based on a division of family income into four quartiles in each community size within regions. For example, in the North Central region all farm families were divided into four groups of equal size, based upon a ranking of incomes. Similarly, all families in cities of under 10,000 population in the regions were divided into four groups. In turn, the families in each of the other city size classifications in the region were divided into four groups. All of the families in the highest income quartiles were then combined to form the "upper income group." Those in the next highest quartile formed the "upper middle income group," etc.

In the classification of data according to "presence of children" families were recorded more than once if they had children falling within more than one age group. Thus, a family having children in 3 different age groups was tabulated with each of the three groups.

In the classification for "size of community" the total populations of metropolitan areas were used rather than populations within corporate city limits.

The data in this report on "average volume of purchases per buying family" are calculated by dividing total purchases of each product during the 6-month period by the total number of families making purchases at any time during the period. On the other hand, "volume of purchases per 1,000 capita" were computed by dividing total purchases by the total number of persons in the category irrespective of whether or not purchases were made by the family of which they were members.

The states included in each of the geographic regions for which data are presented and the distribution of population among these regions are shown in figure 1.

This is the fifth in a series of such reports covering selected 6-month periods beginning in October 1949. This information is collected as part of a broad marketing research program directed toward improving and expanding markets for agricultural products. The data represent estimates obtained from a nationwide consumer panel. This publication is issued by the Market Development Branch, Agricultural Marketing Service, as a part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture. The funds used by the U. S. Department of Agriculture were provided under the Agricultural Marketing Act.

The report is based on data collected by the Market Research Corporation of America under contract with the U. S. Department of Agriculture.

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X CONSUMER PURCHASES OF FRUITS AND JUICES
BY FAMILY CHARACTERISTICS,

October 1953-March 1954 X

SUMMARY

On a fresh equivalent basis, householders purchased considerably more citrus fruit and citrus fruit products in October 1953-March 1954 than in the same period 2 years earlier. This gain was almost entirely due to larger purchases of fresh grapefruit and oranges and frozen concentrated orange juice. In general, purchases of processed citrus products with the exception of frozen concentrated orange juice were smaller than 2 years earlier.

The most significant development in October 1953-March 1954 compared with 2 years earlier was the spectacular rise of almost two-thirds in per capita purchases of frozen concentrated orange juice. This rise came about as a result of about one-fourth more families buying and average volume purchased by buying families increasing by more than a fourth. Larger purchases per capita were reported by all family characteristic groups. Per capita purchases of farm families, which are considerably below those of urban families, tripled in October 1953-March 1954 compared with this period 2 years before.

Per capita purchases of fresh oranges were about an eighth larger than in October 1951-March 1952. This reflected larger purchases by families that bought oranges. The increase was mainly due to larger purchases of California-Arizona oranges by almost all family groups.

The proportion of the Nation's families buying canned single-strength orange juice and shelf-pack concentrate for orangeade during the 6-month period ending March 1954 was lower than during the same period of 1951-52. The proportion of all families buying canned single-strength orangeade was about a third larger during October 1953-March 1954 than 2 years earlier.

Fresh grapefruit were bought by about a tenth more of the Nation's families during October 1953-March 1954 than during this 6-month period 2 years earlier. Buying families purchased an average of about 3 dozen grapefruit compared with about 2-1/2 dozen in October 1951-March 1952. As a result, per capita purchases of grapefruit were larger for each family group than 2 years earlier. One of the sharpest increases reported was for the lowest income group.

Because of fewer families buying canned single-strength grapefruit juice, as well as slightly smaller purchases of this product by buying families, per capita purchases during October 1953-March 1954 were about a tenth lower than in the same period 2 years earlier. However, per capita purchases of farm families did not follow this general pattern.

Consumer purchases of lemon products, on a fresh equivalent basis, in October 1953-March 1954 were about a sixth larger than in the 6-month period ending March 1952. This increase was due primarily to larger purchases of lemons and frozen concentrate for lemonade. Somewhat more families bought fresh lemons in October 1953-March 1954 than 2 years earlier, and the average volume purchased by buying families was up more than a tenth. Frozen concentrate for lemonade was bought by more than half again as many families as in October 1951-March 1952, while purchases of buying families averaged slightly lower. Average purchases of families buying canned or bottled lemon juice during October 1953-March 1954 were unchanged from 2 years earlier.

Both prune juice and tomato juice were bought by more families in all geographic regions during October 1953-March 1954 than in the same period of 1951 and 1952. Families buying also reported larger purchases of these products than in the same period 2 years earlier. In contrast to generally higher prices paid for other canned juices, householders paid lower prices for tomato juice in October 1953-March 1954.

More families in all geographic regions reported purchases of frozen concentrate for grape juice during the 6-month period ending March 1954 than in the same period 2 years earlier. Larger per capita purchases reflected both an increase in number of families buying and larger average purchases by these families.

About 16 percent of the Nation's families bought canned grape juice and those buying purchased about 3 of the 24-ounce cans per family, practically unchanged from the 6-month period October 1951-March 1952.

FROZEN JUICES AND ADES

Slightly more than a half of the Nation's families bought some kind of frozen concentrated juice during the 6-month period October 1953-March 1954 compared with slightly more than two-fifths of all families in the same period of 1951-52.

The proportion of the Nation's families buying frozen concentrate for lemonade during October 1953-March 1954 was larger than in the same period 2 years earlier, while about the same number of families reported purchases of shelf-pack concentrate for lemonade as 2 years earlier.

Purchases of shelf-pack concentrate for orangeade in October 1953-March 1954 were smaller than 2 years earlier due to fewer families buying. As a result of more families buying canned single-strength orangeade, householder purchases in October 1953-March 1954 were larger than in the same period of 1951-52.

About half of the Nation's families bought frozen concentrated orange juice one or more times during the 6-month period October 1953-March 1954. The proportion of families buying frozen orange juice in this

period was larger than in October 1951-March 1952 irrespective of family characteristic or place of residence (table 1). The Northeast region with about 65 percent of all families reporting purchases continued to lead all regions in proportion of families buying.

Families in the executive and professional groups continued to lead families in other occupation groups in the proportion buying frozen concentrated orange juice and in the amount purchased per buying family. Seven out of 10 of this group made purchases of the product during October 1953-March 1954, compared with 6 out of 10 of the clerical and sales group, and 4 out of 10 of the craftsman and laborer group. Among farm families, 1 out of 4 bought frozen concentrated orange juice during the 6-month period in 1953-54 compared with only 1 out of 7 two years earlier. These families, however, averaged buying a somewhat smaller amount per family than those in other occupations. Average purchases for farm families were only 13 of the 6-ounce cans per buying family, as compared with 31 cans per buying family in the clerical and sales group (table 3).

Not only did more of the Nation's families buy frozen orange juice in the 6-month period ending March 1954 than in the same period of 1951-52, but average amounts bought by these families were also considerably larger. Particularly significant as compared to the same period 2 years earlier was a sizable increase in volume of purchases by buying families with children 6 years of age or older and by families with 6 or more members (table 3). Average prices paid by householders for frozen concentrated orange juice were about 2 cents a 6-ounce can lower in October 1953-March 1954 than in the same period of 1951-52 (table 3).

Per capita purchases of frozen concentrated orange juice during October 1953-March 1954 were well above October 1951-March 1952 for families in all income groups. However, families in the upper income groups continued to have higher per capita purchases, with purchases in this group more than double those of the lowest income group. In contrast to October 1951-March 1952 when families having children under 6 years of age reported the largest per capita purchase, families having no children reported largest per capita purchases in the 6-month period ending March 1954 (table 5).

Householders' purchases of frozen concentrated grape juice increased in October 1953-March 1954 compared to the same period 2 years earlier primarily because more families bought this product (table 1). As a result of more families buying, as well as a moderate increase in average amount purchased by buying families, per capita purchases almost doubled compared to the 6-month period 2 years earlier. Average purchases by families buying frozen concentrated grape juice in October 1953-March 1954 were about a 6-ounce can more than 2 years earlier. However, in the Pacific region, purchases per buying family were about 3 cans larger (table 3).

Although the percentage of families buying frozen concentrated grape juice was larger for all income groups than 2 years earlier, there was a marked increase in the number of families in the upper middle income group purchasing this product (table 1). Average prices paid for frozen concentrated grape juice in October 1953-March 1954 were about a cent a 6-ounce can lower than in the same period in 1951-52 (table 4).

About 9 percent of all families bought frozen concentrate for lemonade during October 1953-March 1954 compared with about 6 percent during the same period 2 years earlier (table 1). More families in all income groups reported purchases of this product than in the 6-month period 2 years earlier; however, the increase in the number of families buying frozen concentrate for lemonade was greatest among families in the lower and lower middle income groups. On a per capita basis small families continued to buy more than large families (table 5). Average purchases per buying family during the 6-month period ending March 1954, however, were slightly lower and the average price paid was about 3 cents a 6-ounce can higher than in the same period 2 years earlier.

Shelf-pack concentrate for lemonade was bought by fewer families, but per capita purchases were about the same in October 1953-March 1954 as 2 years earlier (table 5).

Household consumers' purchases of canned single-strength orangeade increased in October 1953-March 1954 compared with 1951-52 entirely as a result of more families buying this product (table 6). Although purchases per buying family for the Nation as a whole were down slightly in October 1953-March 1954 from 2 years earlier, those in the South and Pacific regions were larger. Buying families in all income groups except the lower middle purchased less orangeade than in the earlier period. For farm families and families with 1 or 2 members, per capita purchases were more than twice as large as 2 years earlier (table 10). Prices paid for orangeade during October 1953-March 1954 averaged 28.5 cents a 46-ounce can, about the same as in this period in 1951-52.

In October 1953-March 1954, a larger percentage of families having children from 6 through 12 years of age reported purchases of frozen concentrate for orangeade than families without children or with children of other ages (table 1). Farm family purchases of this item averaged higher than purchases of urban families. Per capita purchases during October 1953-March 1954 were largest for families in the higher income groups. Data for frozen concentrate for orangeade are not available for the October 1951-March 1952 period.

Purchases of shelf-pack concentrate for orangeade in October 1953-March 1954 were well below 2 years earlier. The proportion of all families reporting purchases of this product in the 6-month period ending March 1954 was considerably lower than in this period in 1951-52 (table 1). Prices reported paid were about the same as in the corresponding period 2 years earlier.

The proportion of families buying shelf-pack concentrate for orangeade declined most from 2 years earlier in the Southern region. Average per capita purchases during October 1953-March 1954 were below those of October 1951-March 1952 in all geographic regions except the Mountain-Southwest (table 5). There was also a decrease in per capita purchases from 2 years earlier for families in all income groups except the lowest.

CANNED JUICES

About 83 percent of all families in the United States made at least one purchase of one or more canned single-strength fruit juices during the 6-month period October 1953-March 1954. This percentage was almost unchanged from the same period in 1951-52.

Canned single-strength orange juice was purchased by about 33 percent of all families during October 1953-March 1954, compared with 43 percent in October 1951-March 1952 (table 6). The greatest decline in number of families buying canned orange juice occurred in urban areas, where frozen concentrated orange juice was readily available at lower prices than in the 6-month period 2 years earlier. Prices paid by householders for canned orange juice during October 1953-March 1954 averaged about 6 cents a 46-ounce can higher than 2 years earlier. Although the average number of purchases made by buying families remained unchanged, average purchases per buying family dropped from 6 of the 46-ounce cans during October 1951-March 1952 to 5 cans during October 1953-March 1954 (table 8). Average purchases by buying families were lower in each geographic region except the South where purchases averaged the same as 2 years earlier.

Per capita purchases of canned orange juice by the Nation's families during October 1953-March 1954, because of fewer families buying and smaller purchases by buying families, were about a third smaller than in the same period 2 years earlier (table 10). The decline in per capita purchases was greatest among families in the middle and higher income groups.

The percentage of families buying canned grapefruit juice during October 1953-March 1954 also declined slightly compared with the same 6-month period 2 years earlier (table 6). However, slightly more families in the lowest income group reported purchases of this product during October 1953-March 1954 than in the earlier period. The decline in number of families buying canned grapefruit juice was also reflected in each geographic region except the Pacific. Due to fewer families buying, as well as a slight drop in average purchases per buying family, per capita purchases were about a tenth smaller than in this period 2 years earlier. Farm families bought more grapefruit juice in October 1953-March 1954 than 2 years ago but city families bought less. Householders in each category by which data are classified paid higher average prices for canned grapefruit juice during October 1953-March 1954 than in the earlier period.

The volume of orange-grapefruit blended juice bought by householders was two-fifths smaller in October 1953-March 1954 than in the corresponding 6-month period of 1951-52. This decrease reflected a substantial decline in the proportion of families buying this product as well as smaller purchases per buying family. Prices paid by householders averaged 4.4 cents a 46-ounce can higher than 2 years earlier.

There was a sharp decline in the number of families buying canned single-strength tangerine juice in October 1953-March 1954 compared with the same period 2 years earlier (table 6). Compared with October 1951-March 1952, purchases per buying family were larger in the upper and lower middle income groups, about the same in the lower income group, and substantially smaller in the upper middle income group (table 8). However, on a national basis, purchases of tangerine juice per buying family were about the same.

A larger number of families bought canned and bottled lemon juice during October 1953-March 1954 than in this period 2 years earlier (table 6). Average purchases per buying family were unchanged. Prices paid averaged about 3 cents a 5-1/2-ounce can higher.

Per capita purchases of canned single-strength pineapple juice were down considerably in the 6-month period ending March 1954 compared with the same 6-month period ending March 1952 (table 10). Substantial declines in purchases in the Pacific and Northeastern regions offset increases in the Southern and Mountain-Southwestern regions. About 37 percent of all families bought pineapple juice in October 1953-March 1954 compared with about 44 percent 2 years earlier (table 6). Prices paid averaged about 2 cents a 46-ounce can higher.

Tomato juice was the only major canned single-strength juice purchased in greater quantity during October 1953-March 1954 than in the same period 2 years earlier. Per capita purchases of tomato juice by the Nation's families rose a fifth compared with the 6-month period ending March 1952 (table 10). This increase in per capita purchases was due to an increase in volume of purchases per buying family as well as an increase in percentage of families buying. Although per capita purchases of families in all income groups were higher than 2 years earlier, the increase in per capita purchases by families in the lowest income group was larger than those in other income classifications. Per capita purchases in the South increased most from 2 years earlier, but remained lower than in other geographic regions. Average prices reported paid were lower than 2 years earlier, in contrast with generally higher prices paid for other canned single-strength juices.

Prune juice was purchased by 18 percent of all families during October 1953-March 1954, about a tenth above the 6-month period 2 years earlier (table 6). The percentage of families buying as well as per capita purchases increased in all income groups except the lower middle group. Purchases per buying family were up in all regions except the Mountain-Southwest (table 8). Average prices paid by householders for prune juice in October 1953-March 1954 increased slightly from the same period in 1951-52.

FRESH CITRUS FRUIT

Almost 90 percent of all families bought one or more kinds of fresh citrus fruit during October 1953-March 1954. This proportion of families buying was almost unchanged from 2 years earlier. However, per capita purchases of all fresh citrus fruit combined were up 15 percent because of larger purchases by buying families. Per capita purchases of each fresh citrus fruit rose compared with 2 years earlier, with grapefruit showing the sharpest rise.

Fresh oranges were purchased by more families than any other fresh citrus fruit in both October 1953-March 1954 and October 1951-March 1952 (table 11). An increase in the proportion of all families buying fresh oranges was registered in each of the geographic regions except the Pacific, which dropped slightly. Per capita purchases of fresh oranges during October 1953-March 1954 were about 12 percent above the corresponding 6-month period 2 years ago (table 15). The greatest increase in per capita purchases of fresh oranges occurred among families in the highest and lowest income groups. During October 1953-March 1954 purchases, on a per capita basis, were about the same for families in all except the highest income group. The increase in per capita purchases as compared to 2 years earlier was due chiefly to larger purchases of California-Arizona oranges by families in almost all groups by which these data are classified.

The average total purchases of oranges by families buying during October 1953-March 1954 amounted to 10-1/3 dozen, 1 dozen more than in this period 2 years earlier (table 13). This increase reflected the increase in purchases of California-Arizona oranges--up more than a dozen to 6.4 dozen per buying family. Average purchases of Florida oranges per buying family--7.5 dozen--were up only slightly.

The average of prices paid by householders for California-Arizona oranges during October 1953-March 1954 was about 6 cents a dozen lower than 2 years earlier, while prices paid for Florida oranges were almost unchanged.

Per capita purchases of fresh grapefruit in October 1953-March 1954 were up more than a third from 2 years earlier (table 15). More families bought grapefruit in October 1953-March 1954 than in the corresponding period 2 years earlier. The number of grapefruit purchased per buying family also increased from an average of 2-1/2 dozen to 3 dozen between the two periods (table 13). Amount purchased per buying family was larger in each geographic region, with the largest increase in the North Central region. Average purchases by buying families were largest for the highest income group and smallest for the lower middle income group. Average purchases by lower income families were about the same as those of the upper middle income group. Prices paid for fresh grapefruit were almost 10 cents a dozen lower than 2 years ago. Fresh grapefruit generally are purchased by a larger proportion of families without children than by families with children (table 11). The consumption pattern is different from that for oranges, where a larger proportion of families with children make purchases.

More than half of all families purchased fresh lemons during October 1953-March 1954, a slightly larger proportion than 2 years earlier (table 11). Average purchases of buying families increased in the Northeastern, North Central, and the Southern regions, but these increases were partially offset by decreases in the Pacific and Mountain-Southwestern regions (table 13). Families without children continued to buy more lemons per capita than those with children (table 15). Also, per capita purchases decreased as family size increased. Prices paid by householders for fresh lemons averaged considerably higher in the Northeastern and Pacific regions in October 1953-March 1954 compared with the 1951-52 period; the average of prices paid in the other regions was practically the same for both 6-month periods.

About 36 percent of all families bought tangerines during October 1953-March 1954 compared with 33 percent 2 years earlier (table 11). The average number of tangerines purchased by buying families, however, was about the same, 2-1/2 dozen (table 13). Slight gains in average purchases per buying family in the Pacific and Southern regions largely offset declines in other regions. Prices paid for tangerines during October 1953-March 1954 averaged 2.4 cents a dozen higher than in October 1951-March 1952. Prices paid averaged higher in all geographic regions except the South.

Table 1.--Frozen and shelf-pack concentrated juices and ades: Percentage of all families buying, by family characteristics and place of residence, October 1951-March 1952 and October 1953-March 1954

Item	Frozen concentrated juices						Frozen single-strength lemon juice 2/
	Orange		Grape		All frozen concentrates 1/		
	1953-54	1951-52	1953-54	1951-52	1953-54	1951-52	
	Percent	Percent	Percent	Percent	Percent	Percent	
United States	50.4	40.3	12.0	8.5	52.1	42.1	1.1
Geographic region							
Northeast	65.4	57.0	15.9	11.9	66.9	59.3	1.3
North Central	52.0	39.4	13.2	8.9	54.0	41.4	1.3
South	31.7	22.4	6.9	4.1	33.2	23.0	4/
Mountain and Southwest	43.7	34.6	11.7	8.8	44.6	35.5	4/
Pacific	53.7	39.2	10.4	6.7	55.9	41.3	1.2
Size of community							
Farm	24.6	13.1	4.9	2.8	25.7	14.1	4/
City (Population)							
Under 10,000	41.7	30.8	11.1	7.4	43.2	31.7	1.3
10,000-99,999	52.2	46.1	13.4	9.3	54.5	48.6	1.0
100,000-499,999	57.6	47.6	15.1	11.2	59.9	50.1	1.6
500,000 and over	67.4	59.8	14.7	11.4	68.9	61.8	1.1
Family income							
Upper	63.5	51.2	15.6	12.2	65.5	53.6	1.5
Upper middle	54.7	44.0	14.7	7.7	55.8	45.5	4/
Lower middle	46.5	38.7	9.8	7.8	49.1	40.4	4/
Lower	35.3	27.7	7.5	6.4	36.3	28.9	1.1
Size of family							
1 and 2 members	43.0	34.8	8.4	6.3	44.7	36.8	1.3
3 members	55.2	46.6	11.3	8.8	56.1	48.0	1.3
4 and 5 members	58.4	45.1	16.7	11.3	60.5	46.9	1.0
6 and over	40.7	29.6	10.4	6.0	42.4	30.8	4/
Presence of children 5/							
No children	44.7	36.0	8.7	6.7	46.3	37.8	1.5
Under 6 years	56.9	47.8	15.6	12.0	58.7	49.5	4/
6-12 years	56.0	44.5	16.2	10.8	57.8	46.0	1.0
13-20 years	47.8	35.7	12.8	7.6	49.8	37.2	4/
Occupation of family head							
Executive, professional	68.5	57.5	18.0	13.5	70.0	59.6	1.9
Clerical,sales, service	63.4	50.1	13.6	10.1	65.2	52.1	1.2
Craftsman, laborer	46.5	39.3	11.8	8.2	48.7	41.1	4/
Farmer	25.6	14.4	3.3	3.3	26.2	15.1	4/
Unclassified	38.4	30.8	8.1	5.4	39.5	32.4	1.7
Education of family head							
Grammar school	36.8	27.8	8.1	5.6	38.5	29.5	4/
Some high school	59.8	49.5	15.4	10.5	61.5	51.2	1.2
Some college	68.7	57.6	16.1	12.9	70.1	59.6	1.7
Age of housewife							
Under 35 years	56.3	45.2	14.3	11.5	57.7	46.9	4/
35-44 years	54.9	46.2	14.5	10.8	57.1	47.9	1.2
45 years and over	46.2	35.8	10.0	6.4	47.6	37.6	1.2

Continued

Source: National Consumer Panel of Market Research Corporation of America.

Table 1.--Frozen and shelf-pack concentrated juices and ads: Percentage of all families buying, by family characteristics and place of residence, October 1951-March 1952 and October 1953-March 1954--Continued

Item	Concentrate for ades							
	Lemonade				Orangeade			
	Frozen		Shelf-pack		Frozen 2/		Shelf-pack	
	1953-54	1951-52	1953-54	1951-52	1953-54	1953-54	1951-52	1953-54
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
United States	8.8	5.7	1.3	1.7	3.5	3.7	6.9	1.2
Geographic region								
Northeast	9.3	7.0	4/	1.4	2.1	2.5	5.7	1.1
North Central	7.5	4.0	2.1	2.4	5.3	6.2	9.9	1.3
South	5.4	3.0	4/	1.1	2.0	1.4	5.8	4/
Mountain and Southwest	9.2	5.7	1/	1.3	4.5	5.6	6.9	1.6
Pacific	16.6	12.5	2.4	1.7	4.0	3.4	3.2	1.8
Size of community								
Farm	3.2	1.7	1.0	1.0	2.3	3.4	7.0	4/
City (Population)								
Under 10,000	8.1	3.3	1.4	2.4	5.2	5.5	9.0	1.3
10,000-99,999	10.8	5.3	1.0	2.8	4.3	4.3	6.0	1.4
100,000-499,999	10.2	7.4	4/	1.0	3.6	2.5	7.2	4/
500,000 and over	11.2	9.6	1.9	1.4	2.5	3.2	5.2	1.7
Family income								
Upper	11.9	8.9	1.6	1.5	4.5	4.0	7.6	1.2
Upper middle	9.5	6.7	1.2	1.5	3.6	3.6	7.1	1.1
Lower middle	6.5	3.7	1.5	1.8	2.7	3.2	6.9	1.7
Lower	7.0	3.4	4/	1.9	3.1	4.1	6.0	4/
Size of family								
1 and 2 members	7.6	5.2	1.2	1.5	3.2	3.8	6.1	4/
3 members	8.8	6.7	1.2	1.1	3.0	2.9	6.2	1.3
4 and 5 members	11.2	6.4	1.6	2.4	4.3	4.6	8.6	1.4
6 and over	5.7	2.8	1.1	1.1	3.0	2.8	5.4	1.9
Presence of children 5/								
No children	7.3	4.8	1.1	1.4	3.1	3.7	6.5	4/
Under 6 years	8.2	6.2	1.4	1.4	2.9	3.1	5.3	1.5
6-12 years	9.6	5.8	1.3	1.9	4.3	3.7	7.7	2.0
13-20 years	10.1	5.2	1.8	1.5	3.5	4.3	7.6	1.7
Occupation of family head								
Executive, professional	12.8	11.7	1.4	2.3	4.2	2.9	7.9	1.5
Clerical, sales, service	10.7	5.2	1.4	1.5	2.6	3.4	6.3	1.0
Craftsman, laborer	8.0	4.9	1.7	1.7	3.6	4.5	7.1	1.5
Farmer	2.1	1.6	4/	1.2	3.3	3.5	6.8	4/
Unclassified	9.5	4.5	4/	1.6	2.8	2.8	6.1	4/
Education of family head								
Grammar school	5.8	3.3	1.4	1.6	3.3	3.8	6.3	4/
Some high school	10.4	6.2	1.2	1.4	3.3	3.3	7.6	1.4
Some college	14.0	11.4	1.4	2.4	4.5	4.4	7.1	1.8
Age of housewife								
Under 35 years	9.8	6.6	4/	1.6	2.9	2.7	5.7	1.7
35-44 years	9.7	6.7	1.6	1.6	3.7	3.6	7.1	1.4
45 years and over	8.1	4.9	1.3	1.7	3.6	4.2	7.2	4/

1/ Includes purchases of other frozen concentrated juices.

2/ Purchases of this product were not in sufficient amount during October 1951-March 1952 to permit analysis.

3/ Data not available for October 1951-March 1952.

4/ Too few purchases reported for analysis.

5/ Classifications in this section are not mutually exclusive, therefore some families are included in two or more groups.

Source: National Consumer Panel of Market Research Corporation of America.

Table 2.--Frozen and shelf-pack concentrated juices and ads: Average number of purchases per buying family, by family characteristics and place of residence, October 1951-March 1952 and October 1953-March 1954

Item	Frozen concentrated juices						Frozen
	Orange		Grape		All frozen concentrates 1/		single-strength lemon juice 2/
	1953-54	1951-52	1953-54	1951-52	1953-54	1951-52	1953-54
	Number	Number	Number	Number	Number	Number	Number
United States	9.3	8.7	3.6	3.6	10.4	9.6	1.3
Geographic region							
Northeast	11.8	11.1	3.7	3.9	13.3	12.3	1.2
North Central	8.2	7.5	4.2	3.8	9.3	8.6	1.3
South	7.6	6.4	3.5	4.3	8.3	7.2	4/
Mountain and Southwest	7.6	6.9	2.6	3.1	8.7	7.8	5/
Pacific	8.1	6.5	2.7	1.4	8.8	6.8	1.7
Size of community							
Farm	5.3	4.7	2.9	2.8	5.9	5.2	4/
City (Population)							
Under 10,000	7.8 3/	6.6	3.7	3.2	8.9	7.6	1.5
10,000-99,999	8.3	7.2	3.9	3.9	9.4	8.1	1.0
100,000-499,999	9.1	8.8	3.3	3.2	10.4	9.5	1.5
500,000 and over	11.2	10.6	3.8	4.1	12.5	11.8	1.3
Family income							
Upper	10.0	10.0	4.1	3.8	11.4	11.3	1.3
Upper middle	9.7	8.0	3.6	3.7	11.1	8.8	4/
Lower middle	8.6	8.9	2.9	3.6	9.2	9.7	1/
Lower	8.0	6.8	3.3	3.1	9.1	7.6	1.2
Size of family							
1 and 2 members	7.7	6.4	2.7	2.7	8.5	7.1	1.4
3 members	9.1	8.8	3.2	2.0	10.3	9.6	1.3
4 and 5 members	10.5	10.3	3.9	4.5	11.8	11.6	1.3
6 and over	9.5	8.5	5.3	5.7	11.1	9.5	4/
Presence of children 5/							
No children	7.8	6.9	2.7	2.5	8.4	7.6	1.3
Under 6 years	10.6	10.0	4.2	4.1	12.1	11.2	4/
6-12 years	10.5	9.9	4.0	4.7	11.9	11.2	1.5
13-20 years	10.0	10.0	4.1	4.5	11.1	11.1	4/
Occupation of family head							
Executive, professional	10.9	9.7	3.9	3.8	12.4	11.1	1.6
Clerical, sales, service	10.1	9.0	3.9	3.5	11.4	9.9	1.3
Craftsman, laborer	8.8	8.8	3.5	4.0	9.8	9.8	4/
Farmer	4.4	4.9	3.4	2.1	5.0	5.2	1/
Unclassified	7.4	6.0	2.8	2.3	8.1	6.8	1.2
Education of family head							
Grammar school	7.2	7.2	3.5	3.9	8.1	8.0	4/
Some high school	10.0	8.9	3.7	3.6	11.3	9.9	1.3
Some college	11.0	10.3	3.6	3.2	12.3	11.4	1.5
Age of housewife							
Under 35 years	9.5	9.3	4.0	2.6	11.0	10.2	4/
35-44 years	10.6	10.1	3.7	4.8	11.8	11.5	1.5
45 years and over	8.3	7.4	3.3	3.1	9.3	8.2	1.2

Continued

Source: National Consumer Panel of Market Research Corporation of America.

Table 2.--Frozen and shelf-pack concentrated juices and ades: Average number of purchases per buying family, by family characteristics and place of residence, October 1951-March 1952 and October 1953-March 1954--Continued

Item	Concentrate for ades							
	Lemonade				Orangeade			
	Frozen		Shelf-pack		Frozen 2/		Shelf-pack	
	1953-54	1951-52	1953-54	1951-52	1953-54	1951-52	1953-54	1951-52
	Number	Number	Number	Number	Number	Number	Number	Number
United States	2.5	2.7	1.4	1.6	2.3	3.6	3.6	2.3
Geographic region								
Northeast	2.4	3.1	h/	1.2	2.4	4.0	3.5	3.2
North Central	2.4	2.3	1.6	1.7	2.3	3.9	4.3	2.3
South	2.4	2.7	h/	1.3	1.8	2.0	2.4	h/
Mountain and Southwest	3.4	2.4	h/	1.8	3.3	4.5	3.5	1.3
Pacific	2.4	2.7	1.1	2.2	1.9	2.1	2.6	2.4
Size of community								
Farm	2.1	2.3	1.3	1.5	3.6	3.5	3.6	h/
City (Population)								
Under 10,000	2.2	2.2	1.3	1.8	2.7	3.4	3.6	1.6
10,000-99,999	3.2	2.9	1.4	1.4	1.8	3.7	3.8	1.6
100,000-499,999	2.6	3.5	h/	1.6	1.9	4.7	4.2	h/
500,000 and over	2.4	2.5	1.5	1.5	1.7	3.4	2.9	3.2
Family income								
Upper	2.5	2.2	1.7	1.4	2.6	3.5	3.4	2.5
Upper middle	2.2	3.4	4.2	2.1	2.5	3.4	4.4	1.3
Lower middle	2.5	2.6	1.2	1.5	2.6	4.3	3.5	2.6
Lower	2.8	2.8	h/	1.4	1.5	3.5	3.2	h/
Size of family								
1 and 2 members	2.2	2.3	1.3	2.0	2.1	3.2	3.6	h/
3 members	2.6	2.8	1.4	1.1	1.6	3.1	2.2	1.7
4 and 5 members	2.8	2.9	1.5	1.4	2.8	4.2	4.1	2.5
6 and over	2.2	3.4	1.2	2.0	2.2	3.3	4.3	3.4
Presence of children 5/								
No children	2.3	2.4	1.4	1.9	2.0	2.9	3.1	h/
Under 6 years	2.3	3.3	1.2	1.2	2.2	2.8	5.0	2.8
6-12 years	2.7	2.3	1.7	1.5	2.4	3.9	4.1	2.8
13-20 years	2.7	3.0	1.6	1.7	3.2	4.8	3.9	3.0
Occupation of family head								
Executive, professional	2.6	2.6	1.2	1.2	2.3	3.7	3.2	1.6
Clerical, sales, service	2.4	2.1	1.3	1.5	1.5	3.4	2.9	1.7
Craftsmen, laborer	2.4	2.8	1.6	1.9	2.3	3.8	4.2	2.8
Farmer	2.7	1.1	h/	1.6	3.6	4.2	3.7	h/
Unclassified	2.8	4.2	h/	1.4	1.6	4.9	3.5	h/
Education of family head								
Grades school	2.7	3.1	1.6	2.0	2.7	3.4	3.8	h/
Some high school	2.5	3.0	1.2	1.3	1.8	4.2	3.3	2.6
Some college	2.4	2.1	1.3	1.2	2.2	3.3	3.6	1.8
Age of housewife								
Under 35 years	2.1	2.4	h/	1.1	2.3	3.0	4.4	1.8
35-44 years	2.6	2.8	1.2	1.3	2.5	5.1	3.7	3.1
45 years and over	2.6	2.8	1.6	1.8	2.3	3.1	3.4	h/

1/ Includes purchases of other frozen concentrated juices.

2/ Purchases of this product were not in sufficient amount during October 1951-March 1952 to permit analysis.

3/ Data not available for October 1951-March 1952.

4/ Too few purchases reported for analysis.

5/ Classifications in this section are not mutually exclusive, therefore some families are included in two or more groups.

Source: National Consumer Panel of Market Research Corporation of America.

Table 3.- Frozen and shelf-pack concentrated juices and ades: Average volume of purchases per buying family, by family characteristics and place of residence, October 1951-March 1952 and October 1951-March 1954

Item	Frozen concentrated juices						Frozen single-strength
	Orange		Grape		All frozen concentrates 1/		lemon juice 2/
	1953-54	1951-52	1953-54	1951-52	1953-54	1951-52	1953-1954
	6 oz. cans	6 oz. cans	6 oz. cans	6 oz. cans	6 oz. cans	6 oz. cans	6 oz. cans
United States	28.6	22.2	6.4	5.3	30.5	23.5	2.6
Geographic region							
Northeast	36.1	28.2	6.6	5.3	38.8	29.7	2.1
North Central	25.4	18.8	7.3	5.8	27.1	20.3	3.4
South	23.0	16.2	6.2	6.6	23.9	17.5	1/
Mountain-Southwest	21.3	19.8	4.3	5.8	23.5	21.8	1/
Pacific	25.8	17.5	5.1	2.1	26.7	17.5	1.9
Size of community							
Farm	17.7	11.9	5.8	5.8	18.8	12.6	1/
City (Population)							
Under 10,000	22.0	16.4	6.4	4.9	23.7	18.1	2.1
10,000-99,999	24.1	17.9	6.6	4.9	25.6	19.0	3.2
100,000-499,999	28.4	22.6	5.8	5.1	30.3	23.9	2.8
500,000 and over	35.0	27.3	6.8	5.8	37.1	29.0	2.8
Family income							
Upper	33.9	28.8	7.9	6.0	36.5	30.9	2.3
Upper middle	30.7	19.8	5.8	4.9	32.9	20.9	1/
Lower middle	24.3	21.3	5.3	5.1	25.2	22.2	1/
Lower	21.1	14.5	5.3	4.5	22.8	15.8	2.1
Size of family							
1 and 2 members	19.6	13.4	4.7	4.3	21.1	14.7	2.8
3 members	26.7	21.1	5.5	2.8	28.6	22.2	2.6
4 and 5 members	35.6	25.0	6.6	6.4	37.5	30.7	2.6
6 and over	37.3	23.9	11.7	10.2	40.1	25.6	1/
Presence of children 5/							
No children	20.5	11.9	4.7	3.8	22.2	16.0	2.6
Under 6 years	33.7	28.2	7.0	6.0	35.8	29.7	1/
6-12 years	36.7	27.9	7.0	7.3	38.6	29.9	3.0
13-20 years	36.9	28.4	8.1	6.6	38.6	30.1	1/
Occupation of family head							
Executive, professional	34.6	26.7	7.0	5.8	37.1	28.8	3.0
Clerical, sales, service	22.9	22.2	5.3	5.3	32.9	23.3	1.9
Craftsman, laborer	26.9	22.4	6.2	5.5	28.4	23.7	1/
Farmer	13.2	13.0	6.0	4.5	14.3	13.4	1/
Unclassified	20.7	13.9	5.5	3.4	27.4	14.7	2.1
Education of family head							
Grammar school	22.2	17.1	6.0	5.5	23.5	17.9	1/
Some high school	30.7	23.0	6.2	5.3	32.6	24.5	2.8
Some college	33.9	27.7	7.3	5.1	36.9	29.4	2.1
Age of housewife							
Under 35 years	26.7	25.0	6.4	4.5	28.8	26.5	1/
35-44 years	38.0	27.5	6.8	6.8	39.7	29.2	3.4
45 years and over	24.1	17.3	6.0	4.5	25.8	18.6	2.1

Continued

Source: National Consumer Panel of Market Research Corporation of America

Table 3.-- Frozen and shelf-pack concentrated juices and ades: Average volume of purchases per buying family, by family characteristics and place of residence, October 1951-March 1952 and October 1953-March 1954 - Continued

Item	Concentrate for ades							
	Lemonade				Orangeade			
	Frozen		Shelf-pack		Frozen 2/		Shelf-pack	
	1953-54	1951-52	1953-54	1951-52	1953-54	1951-52	1953-54	1951-52
	6-oz. cans	6-oz. cans	6-oz. cans	6-oz. cans	6-oz. cans	6-oz. cans	6-oz. cans	6-oz. cans
United States	5.1	5.3	2.6	2.6	5.1	9.2	8.5	4.3
Geographic region								
Northeast	4.9	5.5	h/	1.7	6.6	10.0	8.7	6.0
North Central	4.9	3.8	3.4	2.8	4.7	9.8	10.7	4.3
South	4.7	5.1	h/	1.5	3.0	6.4	4.9	h/
Mountain-Southwest	6.6	4.1	h/	3.2	7.5	9.4	6.0	2.3
Pacific	5.5	6.6	1.5	4.5	4.7	4.5	5.8	4.1
Size of community								
Farm	4.9	5.5	2.3	2.1	9.2	10.0	7.9	h/
City (Population)								
Under 10,000	4.5	4.1	2.1	3.4	5.5	8.1	9.2	3.4
10,000-99,999	6.2	6.8	1.7	1.7	3.6	9.8	6.6	2.6
100,000-499,999	5.5	6.4	h/	2.3	5.5	9.8	11.7	h/
500,000 and over	4.9	4.5	3.0	2.3	3.8	9.0	6.6	5.3
Family income								
Upper	5.8	4.5	3.6	2.6	6.2	10.9	9.6	5.1
Upper middle	4.5	6.4	2.3	3.8	5.3	7.0	10.9	2.3
Lower middle	4.7	5.3	1.9	2.3	6.0	8.5	7.0	4.9
Lower	5.3	4.7	h/	1.9	3.0	9.6	6.2	h/
Size of family								
1 and 2 members	4.5	3.4	1.9	3.4	3.8	6.0	7.0	h/
3 members	4.9	5.3	3.6	1.1	3.0	7.3	4.3	3.4
4 and 5 members	6.0	6.4	2.6	2.3	7.3	11.3	10.9	4.7
6 and over	4.7	7.0	2.3	3.6	5.3	12.0	11.7	6.6
Presence of children 5/								
No children	4.7	3.8	2.1	3.2	3.8	6.2	6.2	h/
Under 6 years	4.3	7.0	2.6	1.7	5.3	9.0	12.6	4.1
6-12 years	5.8	4.7	3.0	2.3	6.0	10.9	10.9	5.3
13-20 years	6.0	6.0	2.8	2.6	8.7	13.0	9.0	6.2
Occupation of family head								
Executive, professional	5.1	5.3	1.9	1.7	6.2	11.3	11.7	2.8
Clerical, sales, service	4.7	3.6	2.6	2.3	3.0	5.8	5.3	3.2
Craftsman, laborer	5.1	5.3	3.0	3.2	4.7	9.0	9.0	5.1
Farmer	5.5	3.0	h/	2.3	7.5	9.6	3.5	h/
Unclassified	6.6	7.5	h/	2.6	4.7	5.1	6.6	h/
Education of family head								
Grammar school	5.8	5.3	2.0	3.6	5.8	7.9	8.1	h/
Some high school	5.1	6.2	1.9	1.9	4.1	10.2	6.8	4.9
Some college	4.5	4.1	3.0	1.5	6.0	10.0	13.2	3.2
Age of housewife								
Under 35 years	3.8	5.5	h/	1.7	4.3	6.6	9.2	2.8
35-44 years	6.0	5.5	1.9	2.1	6.2	13.9	10.2	6.4
45 years and over	5.3	4.9	2.8	3.0	5.1	7.5	7.5	h/

1/ Includes purchases of other frozen concentrated juices.

2/ Total purchases of this product were not in sufficient quantity for analysis during October 1951-March 1952.

3/ Data not available for October 1951-March 1952.

4/ Too few purchases reported for analysis.

5/ Classifications in this section are not mutually exclusive, therefore some families are included in two or more groups.

Source: National Consumer Panel of Market Research Corporation of America.

Table 4.-- Frozen and shelf pack concentrated juices and ades: Average price paid by household consumers, by family characteristics and place of residence, October 1951-March 1952 and October 1953-March 1954 1/

Item	Concentrate for ades						Frozen concentrated juices						Frozen
	Lemonade			Orangeade			Grape 3/			Orange			single-
	Frozen		Shelf-pack	Frozen		Shelf-pack	Frozen		Shelf-pack	Frozen		Grape	strength
	2/			2/			2/			2/			juice
	1953-54	1951-52	1953-54	1951-52	1953-54	1951-52	1953-54	1951-52	1953-54	1951-52	1953-54	1951-52	1953-54
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
United States	17.7	15.0	14.5	14.4	17.2	16.0	15.9	15.6	16.3	18.1	21.8	22.8	18.8
Geographic region													
Northeast	17.5	16.5	h/	13.7	17.5	16.0	15.7	14.6	16.4	18.0	21.5	22.5	17.8
North Central	13.7	16.2	13.9	14.9	17.3	15.8	15.8	15.3	16.2	18.1	22.5	22.4	20.9
South	18.5	18.2	h/	18.1	18.9	15.9	15.4	h/	15.9	18.6	22.2	24.3	h/
Mountain and Southwest	18.5	15.5	h/	15.0	17.9	16.3	16.3	20.6	16.9	19.2	21.3	24.8	h/
Pacific	15.7	12.4	15.8	13.8	14.3	16.0	16.5	17.6	16.4	17.6	20.1	20.4	16.0
Size of community													
Farm	19.3	15.7	14.9	16.8	17.5	16.3	16.3	h/	16.8	18.4	23.7	23.1	h/
City (Population)													
Under 10,000	18.5	16.5	14.5	14.1	17.1	16.5	16.3	16.1	17.1	19.6	22.6	24.4	19.6
10,000-99,999	18.9	15.2	14.0	14.0	18.2	15.8	15.2	16.4	16.8	18.0	22.1	23.2	19.3
100,000-499,999	17.8	14.2	h/	14.7	17.3	15.4	15.3	h/	16.1	18.0	21.7	22.2	21.9
500,000 and over	16.4	15.0	14.0	14.1	16.4	15.6	15.6	15.3	16.1	17.8	21.1	22.2	17.6
Family income													
Upper	17.7	15.3	14.5	14.8	17.3	15.9	16.1	15.1	16.5	18.3	22.1	22.4	20.3
Upper middle	17.5	14.2	14.8	13.8	16.8	16.2	15.5	14.0	16.3	18.2	21.5	22.9	h/
Lower middle	17.3	16.6	13.4	14.5	17.6	16.4	16.1	16.6	16.0	18.0	21.6	23.6	h/
Lower	18.1	14.3	h/	14.9	17.2	15.6	15.9	h/	16.2	17.7	21.9	23.0	18.1
Size of family													
1 and 2 members	18.0	16.8	14.9	14.1	17.7	15.9	16.1	h/	16.8	18.5	21.7	23.1	18.3
3 members	17.5	15.5	13.4	14.4	16.3	14.8	16.2	13.9	16.6	18.3	21.0	22.7	19.5
4 and 5 members	17.4	13.7	14.7	14.3	17.1	16.2	15.8	15.8	16.1	17.8	22.0	23.1	18.8
6 and over	19.0	17.9	15.1	15.9	17.5	16.2	15.5	15.8	16.1	18.5	22.1	21.6	h/
Presence of children 5/													
No children	18.2	16.3	14.5	14.3	17.6	15.8	16.0	h/	16.7	18.4	21.7	22.9	18.9
Under 6 years	17.5	13.9	14.7	14.9	16.7	15.9	15.6	16.3	16.3	17.8	21.4	22.7	h/
6-12 years	17.2	15.2	15.2	14.5	17.2	16.4	15.8	16.0	16.1	17.6	21.7	22.9	18.9
13-20 years	18.1	14.7	14.3	14.6	17.2	16.1	15.9	15.4	16.2	18.6	22.2	22.8	h/
Occupation of family head													
Executive, professional	17.9	14.9	16.3	13.8	17.5	16.2	15.4	13.3	16.4	17.9	21.9	22.7	19.1
Clerical, sales, service	17.2	15.6	13.6	13.8	15.6	15.5	15.8	15.3	16.4	18.4	21.6	22.9	18.1
Craftsman, laborer	17.3	15.3	14.1	14.1	17.0	15.8	16.1	16.0	16.2	18.1	21.6	23.0	h/
Farmer	19.4	17.7	h/	16.8	17.8	16.3	16.1	h/	16.6	18.8	23.6	22.6	h/
Unclassified	18.8	13.4	h/	15.6	17.0	17.1	16.0	h/	16.6	17.8	22.3	22.6	14.8
Education of family head													
Grammar school	18.4	15.0	14.7	14.6	17.5	16.2	16.4	h/	16.2	18.6	22.4	22.7	h/
Some high school	17.2	15.3	13.1	14.3	16.4	15.8	15.5	15.0	16.4	18.0	21.5	23.1	18.5
Some college	17.6	14.2	15.6	13.8	17.5	15.8	15.4	16.6	16.3	17.8	21.8	22.6	18.2
Age of housewife													
Under 35 years	16.8	14.1	h/	14.1	16.1	15.3	15.8	16.1	16.2	17.4	21.2	22.6	h/
35-44 years	17.6	15.3	14.7	14.8	17.1	16.2	15.7	15.4	16.3	18.1	21.6	23.1	19.2
45 years and over	18.0	15.1	14.6	14.3	17.5	15.9	16.0	h/	16.4	18.6	22.3	22.7	18.8

1/ Price per 6-ounce can.

2/ Total purchases of this product were not in sufficient quantity for analysis during October 1951-March 1952.

3/ Data not available for October 1951-March 1952.

4/ Too few purchases reported for analysis.

5/ Classifications in this section are not mutually exclusive, therefore some families are included in two or more groups.

Source: National Consumer Panel of Market Research Corporation of America.

Table 5.—Frozen and shelf-pack concentrated juices and ades : Volume of purchases per 1,000 capita,
by family characteristics and place of residence, October 1951-March 1952
and October 1953-March 1954 ^{1/}

Item	Frozen concentrated juices						Frozen single- strength lemon juice ^{1/}
	Orange		Grape		All frozen concentrated ^{2/}		
	1953-54	1951-52	1953-54	1951-52	1953-54	1951-52	1953-54
	Gallons	Gallons	Gallons	Gallons	Gallons	Gallons	Gallons
United States	200	120	11	6	220	133	5/
Geographic region							
Northeast	323	217	14	8	355	238	5/
North Central	182	103	13	7	202	117	1
South	93	44	5	3	101	48	6/
Mountain and Southwest	138	96	8	7	155	108	5/
Pacific	199	98	8	2	216	104	5/
Size of community							
Rural	57	19	3	2	63	21	6/
City (Population)							
Under 10,000	119	69	9	5	132	78	5/
10,000-99,999	182	122	13	7	202	136	1
100,000-499,999	224	145	12	8	250	161	1
500,000 and over	323	228	14	9	352	249	5/
Family income							
Upper	277	184	16	9	307	206	1
Upper middle	219	113	11	5	239	123	6/
Lower middle	149	107	7	5	162	116	5/
Lower	131	63	7	5	145	72	5/
Size of family							
1 and 2 members	227	119	11	7	252	137	1
3 members	234	154	10	4	256	166	1
4 and 5 members	224	141	12	7	245	156	5/
6 and over	104	48	9	4	116	54	5/
Presence of children ^{1/}							
No children	206	110	9	5	230	124	1
Under 6 years	178	129	11	7	195	114	6/
6-12 years	200	120	11	8	217	133	5/
13-20 years	177	99	10	5	192	109	5/
Occupation of family head							
Executive, professional	336	219	18	11	368	246	1
Clerical, sales, service	252	163	11	8	275	178	5/
Craftsman, laborer	167	107	10	6	184	117	5/
Farmer	48	22	3	2	53	24	5/
Unclassified	127	73	7	3	142	82	1
Education of family head							
Grammar school	129	62	6	4	120	69	5/
Some high school	249	151	13	7	272	167	1
Some college	363	238	18	10	401	261	1
Age of housewife							
Under 35 years	168	129	10	6	185	141	6/
35-44 years	231	143	11	8	251	158	1
45 years and over	193	99	10	5	214	111	5/

Continued

Source: National Consumer Panel of Market Research Corporation of America.

Table 5.--Frozen and shelf-pack concentrated juices and ades: Volume of purchases per 1,000 capita,
by family characteristics and place of residence, October 1951-March 1952
and October 1953-March 1954 1/--Continued

Item	Concentrate for ades							
	Lemonade				Orangeade		Grape 1/	
	Frozen		Shelf-pack		Frozen 3/		Shelf-pack	
	1953-54	1951-52	1953-54	1951-52	1953-54	1953-54	1951-52	1953-54
	Gallons	Gallons	Gallons	Gallons	Gallons	Gallons	Gallons	Gallons
United States	6	4	1	1	2	5	8	1
Geographic region								
Northeast	6	5	6/	5/	2	3	7	1
North Central	5	2	1	1	4	8	15	1
South	3	2	6/	5/	1	1	3	6/
Mountain and Southwest	10	3	6/	1	5	8	6	1
Pacific	13	12	1	1	2	2	3	1
Size of community								
Farm	2	1	5/	5/	3	5	6	6/
City (Population)								
Under 10,000	5	2	5/	1	4	6	11	1
10,000-99,999	9	5	5/	1	2	6	6	1
100,000-499,999	9	6	5/	5/	3	3	12	6/
500,000 and over	7	6	1	1	1	4	5	1
Family income								
Upper	8	5	1	1	3	5	9	1
Upper middle	6	6	5/	1	3	3	10	5/
Lower middle	4	3	5/	1	2	4	6	1
Lower	7	2	5/	1	2	7	6	6/
Size of family								
1 and 2 members	9	4	1	1	3	7	11	6/
3 members	7	6	1	5/	2	3	4	1
4 and 5 members	7	4	5/	1	3	6	10	1
6 and over	2	1	5/	5/	1	2	4	1
Presence of children 1/								
No children	7	4	1	1	3	5	8	6/
Under 6 years	3	4	5/	5/	2	3	6	1
6-12 years	5	3	5/	3	3	4	8	1
13-20 years	6	3	1	5/	3	5	7	1
Occupation of family head								
Executive, professional	9	9	5/	1	4	5	13	1
Clerical, sales, service	6	3	1	1	1	2	5	5/
Craftsman, laborer	5	3	1	1	2	6	8	1
Farmer	2	1	6/	5/	4	5	7	9/
Unclassified	10	6	5/	1	2	2	7	5/
Education of family head								
Grammar school	4	2	1	1	2	4	7	6/
Some high school	7	5	5/	5/	2	5	7	1
Some college	10	7	1	1	4	6	14	1
Age of housewife								
Under 35 years	4	4	6/	5/	2	2	6	1
35-44 years	6	4	5/	5/	2	6	8	1
45 years and over	7	4	1	1	3	5	8	6/

1/ These figures represent the average volume of purchases per 1,000 capita, based upon all families, including those that did not make any purchases during the 6-month period.

2/ Includes purchases of other frozen concentrated juices.

3/ Total purchases of this product were not in sufficient quantity for analysis during October 1951-March 1952.

4/ Data not available for October 1951-March 1952.

5/ Less than 0.5 gallon.

6/ Too few purchases reported for analysis.

7/ Classifications in this section are not mutually exclusive, therefore some families are included in two or more groups.

Source: National Consumer Panel of Market Research Corporation of America.

Table 6.-Canned single-strength juices and ades: Percentage of all families buying, by family characteristics and place of residence, October 1951-March 1952 and October 1953-March 1954

Item	Orange		Grapefruit		Orange-grapefruit blend		Tangerine		Lemon	
	1953-54	1951-52	1953-54	1951-52	1953-54	1951-52	1953-54	1951-52	1953-54	1951-52
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
United States	32.7	42.7	26.9	29.7	12.5	20.4	3.4	7.7	10.7	8.6
Geographic region										
Northeast	24.6	37.5	24.4	28.3	16.0	22.6	4.6	9.7	11.9	9.7
North Central	33.2	43.2	23.9	27.5	13.6	24.1	4.1	8.2	13.1	11.1
South	42.2	49.8	26.2	29.2	7.4	12.7	2.3	4.8	5.0	4.5
Mountain and Southwest	34.3	45.3	31.2	36.2	9.9	16.4	3.1	10.4	8.7	4.7
Pacific	30.7	39.0	37.1	35.5	14.0	23.5	1.8	4.1	14.6	9.3
Size of community										
Farm	40.5	45.9	23.6	24.2	7.4	13.3	2.6	5.6	6.9	6.0
City (Population)										
Under 10,000	38.7	48.5	26.0	31.3	11.5	20.2	3.0	6.4	8.0	6.5
10,000-99,999	32.7	42.4	27.8	27.3	11.2	22.7	4.7	10.6	12.6	10.4
100,000-499,999	29.8	43.8	27.3	32.7	13.8	21.3	4.1	8.4	10.0	6.5
500,000 and over	25.3	35.2	29.0	31.1	14.8	23.5	3.4	8.5	14.6	12.4
Family income										
Upper	32.8	43.1	29.3	31.8	14.5	19.0	3.3	9.4	11.6	9.9
Upper middle	31.1	41.9	24.1	29.5	12.8	23.1	3.1	7.4	9.9	8.9
Lower middle	32.5	43.5	25.4	29.3	11.3	20.6	4.0	6.7	10.5	7.3
Lower	34.2	42.4	28.6	28.3	11.2	18.9	3.4	7.4	10.7	8.2
Size of family										
1 and 2 members	30.2	39.2	29.0	33.0	12.9	21.4	3.2	7.6	11.4	9.9
3 members	31.3	39.9	26.3	29.4	12.4	19.6	2.6	7.7	11.8	7.6
4 and 5 members	33.8	45.6	25.8	27.4	12.7	20.3	3.7	8.6	9.9	8.6
6 and over	39.2	50.4	25.4	27.9	11.9	18.8	4.4	5.4	9.1	6.6
Presence of children 2/										
No children	31.2	40.2	29.6	33.2	13.3	20.6	3.2	7.7	11.0	9.3
Under 6 years	34.2	44.2	21.4	24.3	10.6	19.7	3.1	6.4	9.8	8.4
6-12 years	33.8	45.0	23.7	24.3	10.9	20.9	3.7	7.9	10.1	8.6
13-20 years	35.4	46.8	27.4	31.3	13.1	19.5	3.9	7.2	9.6	7.0
Occupation of family head										
Executive, professional	28.6	39.7	27.9	33.0	14.4	22.4	4.1	10.0	13.0	9.6
Clerical, sales, service	27.1	40.7	26.6	33.0	13.3	24.2	3.8	9.1	11.2	10.3
Craftsman, laborer	34.9	43.4	26.3	27.9	12.7	20.6	3.2	7.0	10.1	8.3
Farmer	38.7	46.7	25.6	23.1	7.1	13.2	1.9	5.6	7.7	5.6
Unclassified	32.5	42.3	30.0	31.9	12.9	18.1	4.5	6.6	11.5	8.2
Education of family head										
Grammar school	35.9	43.6	27.8	29.2	12.1	18.0	3.4	6.4	9.8	7.5
Some high school	31.6	41.8	24.8	28.3	12.1	21.9	3.9	8.0	10.7	9.3
Some college	26.2	42.2	28.9	34.2	14.4	23.9	2.5	11.1	13.1	10.1
Age of housewife										
Under 35 years	34.5	46.0	20.9	24.7	10.2	20.3	1.6	9.2	9.4	7.7
35-44 years	30.8	43.1	24.4	26.0	12.6	20.7	4.4	7.8	10.3	8.9
45 years and over	33.1	41.5	30.2	33.2	13.2	20.2	3.5	7.2	11.4	8.7

Continued

Source: National Consumer Panel of Market Research Corporation of America.

Table 6.—Canned single-strength juices and sizes: Percentage of all families buying, by family characteristics and place of residence, October 1951-March 1952 and October 1953-March 1954—Continued

Item	Grape		Pineapple		Prune		Tomato		All canned juices 1/		Single-strength orangeade	
	1951-54	1951-52	1953-54	1951-52	1953-54	1951-52	1953-54	1951-52	1953-54	1951-52	1953-54	1951-52
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
United States	15.5	16.1	37.4	44.2	18.0	16.2	47.1	43.1	83.1	84.5	8.9	6.6
Geographic region												
Northeast	14.5	16.0	46.2	55.6	25.2	24.2	52.4	50.8	87.2	90.2	4.9	5.7
North Central	13.9	12.6	30.8	39.9	13.2	12.9	41.3	38.9	80.7	82.1	10.8	5.8
South	14.3	14.7	30.0	29.7	12.2	10.8	38.1	30.3	75.9	77.4	10.5	8.2
Mountain and Southwest	18.5	23.3	38.1	43.1	19.7	15.4	54.5	47.8	84.3	85.8	13.1	10.1
Pacific	20.6	21.0	45.7	56.1	22.4	16.0	58.3	55.5	91.4	89.2	7.0	4.9
Size of community												
Farm	9.5	6.0	25.8	26.9	7.5	7.3	26.9	21.4	70.6	68.7	11.7	5.6
City (population)												
Under 10,000	13.1	13.7	32.3	35.8	14.1	11.7	42.9	38.1	80.3	84.5	10.9	8.2
10,000-99,999	15.2	16.2	35.0	43.5	19.9	15.7	50.0	45.1	85.4	87.0	8.3	8.3
100,000-499,999	20.3	18.6	40.2	48.3	19.0	16.8	51.8	46.0	85.9	86.5	9.7	6.5
500,000 and over	18.1	22.1	47.4	60.9	25.8	25.7	57.2	59.0	90.0	92.6	5.7	5.1
Family income												
Upper	17.7	19.8	42.1	49.2	22.8	18.8	53.5	50.9	88.7	89.5	8.5	6.2
Upper middle	17.5	16.5	36.0	46.7	18.0	16.7	50.5	46.0	83.7	86.5	9.4	6.9
Lower middle	15.7	16.6	38.4	44.2	15.5	16.7	44.4	40.3	80.2	83.5	8.8	6.3
Lower	10.7	11.5	32.5	37.0	15.2	12.3	39.1	35.2	78.9	78.7	9.2	6.9
Size of family												
1 and 2 members	11.9	12.9	32.4	41.4	18.0	15.4	43.2	40.3	82.3	85.3	6.6	4.6
3 members	15.7	16.8	40.0	45.3	18.2	17.5	47.7	43.8	84.0	83.8	8.6	6.7
4 and 5 members	19.6	18.8	44.7	48.2	18.3	17.5	50.6	45.5	85.4	86.1	10.7	8.4
6 and over	13.3	16.0	34.7	37.9	17.2	11.4	43.4	42.7	76.9	78.6	11.4	6.6
Presence of children 2/												
No children	12.3	13.2	35.2	41.8	18.5	15.4	43.3	39.9	82.8	81.5	7.1	5.1
Under 6 years	19.1	21.0	39.1	45.8	19.7	18.7	49.0	46.4	83.0	84.7	9.5	7.2
6-12 years	17.7	19.6	39.8	47.5	17.2	16.5	48.7	44.7	82.3	84.4	11.4	8.0
13-20 years	15.3	15.6	36.5	43.2	15.5	13.6	49.3	44.4	80.5	83.7	10.8	7.6
Occupation of family head												
Executive, professional	19.5	21.0	40.3	51.7	21.1	19.9	58.3	55.9	90.3	92.5	8.6	5.2
Clerical, sales, service	17.8	19.6	42.4	49.6	19.1	21.0	54.1	52.5	86.7	91.6	5.2	7.2
Craftsman, laborer	15.1	16.8	36.1	44.4	19.2	15.9	46.4	42.1	82.1	83.1	9.7	7.7
Farmer	8.5	8.2	23.9	29.4	6.4	6.1	25.6	21.4	70.1	66.9	11.6	5.2
Unclassified	13.2	10.1	37.0	39.9	19.0	14.1	40.9	35.2	82.4	82.2	8.7	5.9
Education of family head												
Grammar school	12.6	12.9	33.7	37.2	15.8	13.4	39.0	35.4	78.3	78.9	10.5	7.1
Some high school	17.1	18.4	40.3	50.4	19.9	18.4	53.9	47.9	85.8	88.7	7.7	7.0
Some college	20.0	20.5	44.5	51.6	20.5	19.6	55.4	55.3	90.4	92.2	7.2	4.3
Age of housewife												
Under 35 years	15.6	22.0	38.7	44.1	16.3	17.0	51.9	51.3	82.7	85.9	10.2	7.7
35-44 years	18.3	18.5	40.0	50.6	20.8	19.3	48.4	43.1	83.3	86.2	9.3	7.2
45 years and over	13.9	13.1	35.6	40.9	17.1	14.2	44.8	40.5	83.1	83.2	8.3	5.9

1/ Includes purchases of other canned juices.

2/ Classifications in this section are not mutually exclusive, therefore some families are included in two or more groups.

Source: National Consumer Panel of Market Research Corporation of America.

Table 7.-Canned single-strength juices and ades: Average number of purchases per buying family, by family characteristics and place of residence, October 1951-March 1952 and October 1953-March 1954

Item	Orange		Grapefruit		Orange-grapefruit blend		Tangerine		Lemon	
	1953-54	1951-52	1953-54	1951-52	1953-54	1951-52	1953-54	1951-52	1953-54	1951-52
	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number
United States	4.2	4.3	3.5	3.6	2.8	2.9	1.8	2.1	2.1	2.4
Geographic region										
Northeast	4.4	4.7	3.6	3.6	2.8	3.1	2.0	2.5	2.2	2.8
North Central	3.9	4.2	3.4	3.4	2.7	2.6	1.8	1.9	2.1	2.4
South	4.5	4.4	3.7	3.3	2.9	3.4	1.3	1.6	2.1	2.4
Mountain and Southwest	3.8	4.2	3.2	3.6	2.0	2.2	1.5	1.5	1.4	1.7
Pacific	3.9	3.7	3.6	4.8	3.2	2.6	1.3	2.9	2.3	1.9
Size of community										
Farm	4.0	4.1	3.3	3.2	2.5	3.2	1.2	2.0	1.6	2.3
City (Population)										
Under 10,000	4.1	4.4	3.3	3.4	2.4	2.8	1.6	2.0	2.2	2.1
10,000-99,999	4.9	4.6	3.9	4.5	2.6	3.4	1.5	1.8	2.0	2.3
100,000-499,999	4.5	4.5	3.3	3.3	3.2	2.8	1.6	2.0	1.6	2.1
500,000 and over	3.8	4.2	3.8	3.9	3.0	2.6	2.4	2.3	2.4	2.8
Family income										
Upper	3.8	4.1	3.7	3.5	2.8	2.5	2.1	1.8	2.0	2.3
Upper middle	3.9	4.5	3.2	4.1	2.7	2.9	1.4	2.4	2.3	2.2
Lower middle	4.8	4.5	3.6	3.2	2.9	3.3	1.7	1.4	1.7	2.1
Lower	4.3	4.2	3.6	3.8	2.8	2.9	1.8	2.6	2.4	3.2
Size of family										
1 and 2 members	4.1	3.9	3.7	3.9	2.7	2.4	1.1	2.1	2.3	2.9
3 members	3.7	4.1	3.7	4.1	3.1	3.3	1.6	1.8	2.3	2.0
4 and 5 members	4.3	4.6	3.2	3.1	2.8	3.2	2.0	2.1	1.8	2.3
6 and over	4.9	4.9	3.7	3.3	2.6	2.7	2.8	2.3	1.5	1.7
Presence of children 2/										
No children	4.2	4.0	3.6	4.0	2.9	2.8	1.2	2.2	2.3	2.8
Under 6 years	4.3	4.7	3.1	3.1	2.5	2.8	2.6	2.0	1.5	1.6
6-12 years	4.3	4.6	3.3	2.9	2.6	3.1	2.1	1.9	1.7	2.0
13-20 years	4.1	4.4	3.4	3.4	2.4	3.2	1.9	2.0	2.1	2.5
Occupation of family head										
Executive, professional	3.6	4.4	3.7	3.6	3.0	2.6	2.8	2.4	2.2	2.3
Clerical, sales, service	4.6	4.2	3.4	3.9	3.5	2.6	1.5	1.9	2.2	2.6
Craftsman, laborer	4.5	4.6	3.5	3.4	2.5	3.1	1.5	1.7	2.0	2.4
Farmer	3.7	4.1	3.2	3.3	2.1	2.4	1.2	2.0	1.5	2.6
Unclassified	3.8	3.9	3.6	4.1	3.1	3.6	1.1	3.1	2.6	2.5
Education of family head										
Grammar school	4.2	4.1	3.7	3.6	2.6	3.1	1.3	1.8	2.1	2.6
Some high school	4.2	4.8	3.4	3.8	2.7	2.8	2.1	2.1	1.9	2.4
Some college	3.9	4.1	3.3	3.5	3.4	2.6	2.4	2.5	2.4	2.1
Age of housewife										
Under 35 years	4.1	4.6	2.8	3.0	2.5	2.4	1.7	1.9	1.7	1.6
35-44 years	4.1	4.1	3.5	3.4	2.6	2.8	2.1	2.4	1.8	2.0
45 years and over	4.2	4.3	3.7	3.9	2.9	3.1	1.5	1.9	2.3	2.9

Continued

Table 7.—Unret single-strength juices and adds: Average number of purchases per buying family, by family characteristics and place of residence, October 1951-March 1952 and October 1953-March 1954.—Continued

Item	Grape		Pineapple		Prune		Tomato		All canned juices 1/		Single-strength orangeade	
	1953-54	1951-52	1953-54	1951-52	1953-54	1951-52	1953-54	1951-52	1953-54	1951-52	1953-54	1951-52
	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number
United States	2.5	2.5	3.8	3.9	4.5	4.5	4.8	4.7	11.0	11.8	3.7	3.8
Geographic region												
Northeast	2.6	2.3	4.8	5.1	5.6	5.3	5.9	5.8	13.9	14.9	4.7	5.0
North Central	2.3	2.0	3.1	2.9	4.2	4.3	4.3	3.9	9.1	10.0	3.4	3.3
South	2.2	2.2	3.4	3.3	3.2	2.5	4.3	4.3	9.4	9.2	3.9	3.6
Mountain and Southwest	2.6	2.9	3.8	3.7	4.8	6.1	4.5	4.3	10.8	11.9	3.5	3.3
Pacific	3.0	3.3	3.3	3.7	2.9	3.0	4.2	4.6	11.1	13.2	2.8	2.6
Size of community												
Farm	2.3	2.4	2.8	2.7	2.8	3.7	3.9	4.1	7.4	8.3	3.9	3.3
City (Population)												
Under 10,000	2.1	2.1	3.2	2.7	4.3	4.7	4.2	4.1	9.2	9.5	3.3	3.5
10,000-99,999	2.3	2.7	3.6	3.5	4.2	3.9	4.5	4.9	10.9	12.0	3.2	2.9
100,000-499,999	2.9	2.8	3.9	3.9	4.4	3.6	4.5	4.9	11.3	11.9	3.5	3.3
500,000 and over	2.6	2.5	4.5	5.0	4.9	5.1	5.7	5.1	13.7	15.3	4.4	5.4
Family income												
Upper	2.6	2.3	3.7	3.9	4.2	3.9	5.0	4.7	11.9	12.2	3.8	4.1
Upper middle	2.2	3.0	3.8	3.9	4.5	5.1	4.9	4.7	10.7	12.6	3.5	3.8
Lower middle	2.5	2.5	4.1	3.8	4.4	5.2	4.8	4.9	11.0	11.9	5.1	3.6
Lower	2.8	2.0	3.7	3.9	5.0	3.7	4.4	4.5	10.1	10.5	2.5	3.5
Size of family												
1 and 2 members	2.7	2.5	3.3	3.4	4.6	4.5	4.2	4.5	9.8	10.8	2.7	1.8
3 members	2.3	2.4	3.2	3.5	4.6	4.5	4.7	4.6	10.7	11.6	4.0	3.3
4 and 5 members	2.5	2.6	4.4	4.5	4.6	4.9	5.2	5.0	12.0	13.1	3.8	4.6
6 and over	2.4	2.3	4.5	4.1	3.4	2.6	5.4	4.4	12.2	11.6	4.7	5.4
Presence of children 2/												
No children	2.6	2.5	3.3	3.4	4.8	4.8	4.5	4.5	10.3	11.1	3.3	2.4
Under 6 years	2.5	2.4	4.2	4.3	5.8	4.4	4.6	4.1	11.2	12.2	4.4	4.7
6-12 years	2.6	2.3	4.3	4.6	4.1	4.1	5.0	4.8	11.5	12.5	4.2	5.2
13-20 years	2.5	2.6	4.2	4.3	4.4	4.2	5.4	5.2	11.5	12.3	4.0	4.8
Occupation of family head												
Executive, professional	2.5	2.4	3.8	3.9	4.1	4.4	4.8	5.0	11.7	13.2	3.2	3.5
Clerical, sales, service	2.2	2.2	4.0	4.2	4.1	4.9	4.9	4.7	11.5	12.9	4.7	3.6
Craftsman, laborer	2.5	2.7	4.1	4.2	4.9	4.8	5.1	4.7	11.6	12.1	4.1	4.1
Farmer	2.3	1.7	2.4	2.6	2.9	2.4	3.7	4.4	6.9	8.2	3.5	3.8
Unclassified	3.3	3.2	3.4	3.4	4.5	3.8	4.1	4.3	9.9	10.3	1.9	3.3
Education of family head												
Grammar school	2.5	2.5	3.6	3.5	4.5	4.2	5.2	4.6	10.7	10.6	3.7	4.0
Some high school	2.6	2.5	4.1	4.1	4.6	4.7	4.3	4.7	10.9	12.6	4.0	3.7
Some college	2.5	2.5	3.8	4.2	4.1	4.8	5.1	4.9	11.8	13.4	2.9	2.7
Age of housewife												
Under 35 years	2.1	2.4	3.9	4.1	3.1	4.5	4.2	4.4	10.0	12.2	4.3	4.7
35-44 years	2.5	2.4	4.5	4.4	4.8	4.4	5.0	4.8	11.7	12.4	4.0	4.0
45 years and over	2.6	2.6	3.4	3.5	4.7	4.6	4.9	4.7	10.9	11.4	3.3	3.2

1/ Includes purchases of other canned juices.

2/ Classifications in this section are not mutually exclusive, therefore some families are included in two or more groups.

Source: National Consumer Panel of Market Research Corporation of America.

Table 8.-Canned single-strength juices and ades: Average volume of purchases per buying family, by family characteristics and place of residence, October 1951-March 1952 and October 1953-March 1954 - Continued

Item	Grape		Pineapple		Prune		Tomato		All canned juices 1/		Single-strength orangeade	
	1953-54	1951-52	1953-54	1951-52	1953-54	1951-52	1953-54	1951-52	1953-54	1951-52	1953-54	1951-52
	Cans 2/	Cans 2/	Cans 2/	Cans 2/	Cans 2/	Cans 2/	Cans 2/	Cans 2/	Cans 2/	Cans 2/	Cans 2/	Cans 2/
United States	3.1	3.2	4.4	4.4	5.1	4.9	5.5	5.1	11.7	13.1	5.0	5.2
Geographic region												
Northeast	2.7	2.5	5.1	5.4	6.5	5.4	6.2	5.5	13.7	15.0	6.1	7.0
North Central	2.9	2.9	3.8	3.5	4.7	4.5	5.4	4.4	10.4	12.1	4.8	5.4
South	2.3	2.3	3.7	3.3	3.2	3.0	4.6	4.4	10.0	10.0	5.0	3.9
Mountain and Southwest	3.4	3.8	5.1	4.4	5.1	7.6	4.8	4.6	11.7	13.6	4.8	4.9
Pacific	5.2	5.4	3.9	5.0	3.9	3.4	6.0	6.1	12.7	15.9	4.0	2.9
Size of community												
Farm	4.0	3.8	3.6	3.8	3.0	4.2	5.1	5.1	9.0	10.8	5.9	5.0
City (Population)												
Under 10,000	2.3	2.3	3.6	2.9	4.9	5.4	4.7	4.3	10.0	11.4	4.2	4.4
10,000-99,999	2.5	2.9	3.9	3.9	4.7	4.0	4.9	4.9	11.4	12.8	3.9	4.2
100,000-999,999	4.3	4.3	4.9	4.7	4.7	5.5	5.5	5.5	12.8	14.5	4.7	5.7
500,000 and over	3.2	3.1	4.9	5.4	5.8	5.0	6.2	5.3	13.3	15.1	6.1	8.5
Family income												
Upper	3.2	3.2	4.5	4.9	4.9	4.6	6.3	5.6	13.3	14.5	5.3	6.3
Upper middle	2.5	3.8	4.0	4.4	5.3	5.4	5.4	4.9	11.1	13.6	5.4	5.5
Lower middle	2.9	3.2	4.7	4.0	5.4	5.4	5.2	5.2	11.6	13.1	6.1	4.9
Lower	4.0	2.2	4.2	4.2	5.8	3.8	4.9	4.3	10.7	11.2	3.2	4.0
Size of family												
1 and 2 members	3.4	3.2	3.7	3.8	5.1	4.7	4.4	4.2	9.9	11.2	3.2	2.0
3 members	2.9	2.7	3.6	3.5	5.5	4.7	5.2	4.4	11.3	11.9	6.0	3.9
4 and 5 members	2.9	3.2	5.1	5.2	5.1	5.5	6.0	5.9	12.7	15.0	5.0	6.0
6 and over	3.6	3.2	6.0	5.6	4.5	2.7	8.1	5.8	16.3	15.5	7.0	10.9
Presence of children 3/												
No children	3.4	3.4	3.7	3.8	5.5	5.3	5.0	4.6	10.8	11.9	4.0	2.9
Under 6 years	3.1	3.2	4.6	4.9	3.9	4.9	5.3	4.6	11.6	13.7	6.0	7.8
6-12 years	3.2	2.7	5.2	5.3	5.3	4.3	5.9	5.3	13.0	14.1	6.1	8.0
13-20 years	2.9	3.2	5.2	5.3	5.3	4.3	7.0	6.1	13.5	14.7	5.3	7.4
Occupation of family head												
Executive, professional	2.9	3.1	4.3	4.7	4.6	4.6	5.7	5.8	12.3	14.8	4.4	4.2
Clerical, sales, service	2.2	2.5	4.3	4.3	4.7	5.3	5.0	4.7	11.4	13.1	5.5	4.4
Craftsman, laborer	2.9	3.4	4.6	4.6	5.5	5.1	5.7	5.0	12.1	13.2	5.5	5.9
Farmer	4.3	2.5	3.4	3.7	3.5	2.7	5.2	5.3	9.2	10.7	5.3	5.9
Unclassified	5.9	4.7	4.0	3.9	5.8	4.6	4.8	4.4	11.2	12.2	2.3	4.1
Education of family head												
Grammar school	3.1	3.1	4.3	3.9	5.4	4.3	6.2	5.0	12.0	11.8	5.0	5.9
Some high school	3.2	3.2	4.6	4.6	5.3	5.3	4.7	4.9	11.3	13.7	5.7	4.7
Some college	2.9	3.4	4.1	5.2	4.6	5.0	5.8	5.4	12.0	15.0	3.6	2.9
Age of housewife												
Under 35 years	2.2	3.2	4.1	4.6	3.6	5.0	4.2	4.6	9.8	12.9	5.5	6.5
35-44 years	3.1	3.1	5.3	4.8	5.4	4.6	5.8	5.0	12.5	13.1	6.0	5.5
45 years and over	3.6	3.2	3.9	4.1	5.5	5.0	5.8	5.3	12.1	13.2	4.1	4.4

1/ Includes purchases of other canned juices.

2/ The figures for average volume are equivalent number of 4-ounce cans, except lemon juice figures are equivalent 5 1/2-ounce cans, grape juice figures are equivalent 24-ounce bottles, and prune juice figures are equivalent 32-ounce bottles.

3/ Classifications in this section are not mutually exclusive, therefore some families are included in two and more groups.

Source: National Consumer Panel of Market Research Corporation of America.

Table 9.-Canned single-strength juices and ades: Average price paid per can by household consumers, by family characteristics and place of residence, October 1951-March 1952 and October 1953-March 1954 ^{1/}

Item	Orange		Grapefruit		Orange-grapefruit blend		Tangerine		Lemon	
	1953-54	1951-52	1953-54	1951-52	1953-54	1951-52	1953-54	1951-52	1953-54	1951-52
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
United States	31.9	26.1	25.8	23.1	29.2	24.8	25.6	22.8	13.0	10.2
Geographic region										
Northeast	31.4	25.9	25.3	22.9	27.5	24.4	25.9	22.5	12.6	9.9
North Central	31.1	26.0	24.9	22.9	29.2	24.4	26.6	23.9	13.5	10.3
South	30.2	24.8	24.7	21.6	28.1	23.3	21.5	19.3	14.5	12.3
Mountain and Southwest	34.9	27.9	27.3	23.0	33.4	27.0	28.1	22.9	15.9	12.2
Pacific	36.9	28.2	27.9	25.2	33.6	29.0	31.8	26.8	12.8	9.9
Size of community										
Farm	32.3	27.1	26.9	23.9	30.4	25.4	27.6	23.2	12.1	10.3
City (Population)										
Under 10,000	33.3	26.4	26.5	23.6	31.0	25.5	29.0	25.2	12.9	11.6
10,000-99,999	31.2	25.8	26.2	22.8	28.9	24.4	24.8	22.5	14.8	10.5
100,000-499,999	30.8	26.0	24.7	22.5	29.6	24.6	23.8	21.6	14.1	10.0
500,000 and over	31.4	25.2	25.3	22.7	27.8	24.2	25.5	22.2	12.6	9.8
Family income										
Upper	31.9	26.6	26.0	23.3	29.3	23.8	23.7	22.7	13.3	10.3
Upper middle	31.3	25.8	25.2	23.1	28.8	25.0	27.4	22.3	13.3	10.9
Lower middle	31.4	25.9	26.0	23.7	29.3	24.8	27.0	24.5	12.8	10.4
Lower	33.0	26.3	25.7	22.4	29.5	25.7	26.1	22.7	12.9	9.8
Size of family										
1 and 2 members	32.7	26.0	26.3	23.1	29.7	25.1	26.8	24.0	13.1	9.9
3 members	31.5	26.1	25.4	22.9	29.2	24.8	27.9	21.8	13.1	9.8
4 and 5 members	31.6	26.1	25.6	23.2	28.9	24.7	26.2	22.4	12.6	11.0
6 and over	31.8	26.4	25.5	22.8	29.0	24.9	23.9	22.3	13.5	11.7
Presence of children ^{2/}										
No children	32.5	26.1	25.9	23.0	29.5	24.8	26.8	23.4	13.1	9.9
Under 6 years	31.9	26.2	26.0	22.9	28.4	24.3	26.3	22.4	13.4	11.6
6-12 years	31.6	25.9	25.3	23.0	28.6	24.7	24.9	22.6	13.1	10.7
13-20 years	31.8	26.1	26.1	23.2	29.5	25.0	26.7	22.8	12.5	10.6
Occupation of family head										
Executive, professional	33.1	26.4	26.2	23.2	29.5	24.5	25.4	22.0	12.3	11.0
Clerical, sales, service	31.4	25.2	24.9	22.9	28.5	24.7	21.4	21.6	14.0	9.8
Craftsman, laborer	31.6	25.6	25.7	23.2	29.7	25.3	27.5	23.4	12.9	10.7
Farmer	31.6	26.9	23.7	23.7	30.7	25.0	27.5	23.2	13.1	10.6
Unclassified	33.2	26.8	25.2	22.5	27.7	24.3	28.3	24.3	13.3	9.7
Education of family head										
Grammar school	32.0	26.0	25.7	23.1	29.1	25.1	27.7	23.1	13.0	10.2
Some high school	31.5	26.1	25.8	22.7	28.0	24.6	24.4	23.3	12.9	10.1
Some college	32.4	26.5	26.0	23.7	29.6	24.7	25.7	22.0	13.3	10.9
Age of housewife										
Under 35 years	32.1	27.0	25.9	23.3	29.6	25.4	26.0	22.3	13.6	10.1
35-44 years	31.7	25.7	25.4	23.2	28.0	24.8	26.2	22.0	13.4	11.8
45 years and over	32.0	26.1	25.8	23.0	29.8	24.7	25.1	23.6	12.9	9.9

Continued

Source: National Consumer Panel of Market Research Corporation of America.

Table 10.--Canned single-strength juices and ades: Volume of purchases per 1,000 capita, by family characteristics and place of residence, October 1951-March 1952 and October 1953-March 1954 1/

Item	Orange		Grapefruit		Orange-grapefruit blend		Tangerine		Lemon	
	1953-54	1951-52	1953-54	1951-52	1953-54	1951-52	1953-54	1951-52	1953-54	1951-52
	Cases 3/	Cases 3/	Cases 3/	Cases 3/	Cases 3/	Cases 3/	Cases 3/	Cases 3/	Cases 3/	Cases 3/
United States	52	79	40	45	13	23	2	5	2	2
Geographic region										
Northeast	41	76	36	38	16	27	3	8	2	2
North Central	54	90	38	43	15	20	3	6	3	3
South	63	74	35	34	8	12	2	2	1	1
Mountain and Southwest	51	87	43	61	9	15	1	7	1	1
Pacific	46	60	64	79	15	22	1	3	3	2
Size of community										
Farm	58	72	30	27	6	17	1	5	1	1
City (Population)										
Under 10,000	60	97	35	48	10	24	1	4	1	1
10,000-99,999	63	89	47	58	15	30	3	6	2	2
100,000-499,999	56	84	43	48	19	28	3	7	1	1
500,000 and over	35	62	44	48	15	21	3	6	4	4
Family income										
Upper	45	71	42	46	14	17	3	6	2	2
Upper middle	44	79	31	44	11	26	1	7	2	2
Lower middle	56	87	34	35	13	26	2	3	2	1
Lower	64	81	56	56	14	22	3	6	3	2
Size of family										
1 and 2 members	80	111	80	100	26	39	2	10	5	5
3 members	51	82	49	55	15	26	2	5	3	2
4 and 5 members	44	74	27	30	11	21	2	5	1	1
6 and over	40	61	21	19	6	11	3	3	1	4/
Presence of children 5/										
No children	73	99	76	84	24	34	2	8	4	4
Under 6 years	38	64	18	22	7	15	2	3	1	1
6-12 years	43	66	23	20	7	18	2	3	1	1
13-20 years	44	68	28	32	9	18	2	4	2	1
Occupation of family head										
Executive, professional	40	82	44	50	18	25	5	9	3	2
Clerical, sales, service	48	75	35	56	14	26	2	6	2	2
Craftsman, laborer	56	79	37	34	11	22	1	3	2	2
Farmer	61	75	33	29	5	12	1	5	1	1
Unclassified	53	91	42	80	20	36	2	9	4	2
Education of family head										
Grammar school	55	73	43	44	12	22	1	3	2	2
Some high school	49	84	35	44	11	23	3	6	2	2
Some college	46	90	40	50	23	26	3	11	3	2
Age of housewife										
Under 35 years	41	73	17	24	6	15	4/	4	1	1
35-44 years	39	63	29	30	11	16	3	6	2	2
45 years and over	67	95	61	65	19	30	3	6	3	3

Continued

Table 10.-- Canned single strength juices and ades: Volume of purchases per 1,000 capita, by family characteristics and place of residence, October 1951-March 1952 and October 1953-March 1954 1/--Continued

Item	Grape		Pineapple		Prune		Tomato		All canned juices 2/		Single-strength orangeade	
	1953-54	1951-52	1953-54	1951-52	1953-54	1951-52	1953-54	1951-52	1953-54	1951-52	1953-54	1951-52
	Cases 3/	Cases 3/	Cases 3/	Cases 3/	Cases 3/	Cases 3/	Cases 3/	Cases 3/	Cases 3/	Cases 3/	Cases 3/	Cases 3/
United States	8	8	50	60	21	17	80	66	301	339	13	10
Geographic region												
Northeast	6	6	72	92	36	28	101	87	372	416	8	12
North Central	6	6	36	44	14	13	70	54	264	315	16	10
South	5	5	31	27	8	6	51	37	218	211	15	8
Mountain and Southwest	11	14	64	60	25	26	85	70	320	360	19	15
Pacific	18	21	58	91	20	12	114	110	382	459	9	5
Size of community												
Farm	5	4	24	27	4	6	36	30	174	200	19	8
City (population)												
Under 10,000	5	5	34	32	15	14	61	51	241	297	14	11
10,000-99,999	6	8	43	57	22	15	80	74	316	371	11	12
100,000-499,999	12	13	61	73	21	17	98	78	347	383	14	6
500,000 and over	9	11	71	103	32	28	111	98	379	444	10	14
Family income												
Upper	8	10	54	68	23	17	98	82	340	366	12	11
Upper middle	6	10	42	60	19	15	79	66	268	347	14	11
Lower middle	7	8	51	53	16	19	67	61	272	321	15	9
Lower	9	4	53	56	25	12	74	54	328	316	11	10
Size of family												
1 and 2 members	12	13	70	91	39	30	114	98	478	551	12	5
3 members	8	8	50	56	26	20	93	69	336	354	17	10
4 and 5 members	7	8	51	62	16	16	74	66	264	318	13	12
6 and over	4	4	31	33	8	3	54	39	189	190	12	11
Presence of children 5/												
No children	11	11	64	74	36	26	100	85	444	465	13	7
Under 6 years	6	8	36	49	11	14	53	46	193	252	11	12
6-12 years	6	14	55	55	14	11	63	52	232	261	15	19
13-20 years	5	6	42	50	13	9	78	60	249	273	12	12
Occupation of family head												
Executive, professional	9	11	56	79	22	21	168	106	360	446	12	7
Clerical, sales, service	6	9	52	72	19	26	79	82	299	398	8	11
Craftsman, laborer	7	8	52	56	23	15	60	57	300	303	16	12
Farmer	5	3	23	29	4	3	38	31	195	200	19	8
Unclassified	15	10	54	62	29	18	70	61	331	394	7	10
Education of family head												
Grammar school	6	6	43	43	18	12	72	53	280	279	15	12
Some high school	8	9	53	70	22	20	89	70	366	366	13	10
Some college	10	12	60	91	23	23	77	102	379	470	8	4
Age of housewife												
Under 35 years	4	9	39	52	10	15	55	62	200	287	14	13

^{1/} These figures represent the average volume of purchases per 1,000 capita, based upon all families, including those not making purchases during the 6-month period.

2/ Includes purchases of other canned juices.

3/ Equivalent cases of No. 2 cans, 432 ounces per case.

3/ Equivalent cases of No. 2 cans, 4 1/2 ounces
4/ One half a case or less.

5/ Classifications in this section are not mutually exclusive, therefore some families are included in two or more groups.

Source: National Consumer Panel of Market Research Corporation of America.

Table 11.-- Fresh citrus fruit: Percentage of all families buying, by family characteristics and place of residence, October 1951-March 1952 and October 1953-March 1954

Item	California-Arizona oranges		Florida oranges		All oranges ^{1/}		Tangerines	
	1953-54	1951-52	1953-54	1951-52	1953-54	1951-52	1953-54	1951-52
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
United States	54.0	52.1	48.5	49.6	81.9	81.2	35.9	33.1
Geographic region								
Northeast	58.1	56.7	63.9	62.8	84.1	83.7	53.2	48.8
North Central	68.1	63.1	46.4	49.2	85.9	83.4	36.1	32.9
South	19.0	17.6	63.8	60.3	77.8	77.4	31.3	28.0
Mountain and Southwest	57.0	48.1	32.9	37.7	79.3	75.5	18.9	14.2
Pacific	72.5	76.7	6.8	6.4	77.6	80.8	21.2	19.8
Size of community								
Farm	41.6	39.0	46.5	46.3	77.2	76.8	22.6	19.4
City (Population)								
Under 10,000	46.2	44.0	43.2	43.8	79.0	76.8	29.3	26.8
10,000-99,999	56.7	55.6	50.4	47.7	82.9	81.7	35.4	33.1
100,000-499,999	54.9	53.2	55.0	57.7	84.0	84.7	40.5	38.0
500,000 and over	65.4	65.4	49.1	53.2	85.2	85.8	46.3	44.9
Family income								
Upper	57.9	55.0	50.0	51.0	84.6	83.8	40.5	36.7
Upper middle	56.7	55.1	50.4	50.4	85.9	85.1	40.1	35.7
Lower middle	53.2	53.7	48.2	52.1	81.1	81.4	36.1	36.7
Lower	47.5	44.7	45.4	45.0	75.7	74.6	26.6	23.5
Size of family								
1 and 2 members	50.1	50.3	45.4	47.1	77.9	78.3	26.5	24.1
3 members	54.4	48.1	51.7	48.8	84.5	81.0	39.3	34.8
4 and 5 members	58.0	56.3	50.4	53.0	85.4	84.1	44.2	40.8
6 and over	53.0	52.1	46.6	48.1	78.6	81.5	33.5	33.0
Presence of children ^{2/}								
No children	51.0	49.6	47.3	48.3	79.0	79.5	28.5	25.9
Under 6 years	56.3	55.7	49.1	52.8	83.9	82.8	39.7	39.8
6-12 years	57.0	56.3	49.8	50.3	83.8	83.4	44.1	40.2
13-20 years	56.0	51.3	48.0	51.4	84.2	82.4	39.6	37.3
Occupation of family head								
Executive, professional	56.2	56.1	51.8	54.2	85.0	84.1	39.9	38.8
Clerical, sales, service	52.6	54.3	48.6	50.0	83.3	82.5	39.5	31.9
Craftsman, laborer	56.6	56.1	48.4	50.0	82.3	83.1	39.0	39.6
Farmer	43.5	37.9	42.8	46.4	76.3	75.5	20.6	19.3
Unclassified	52.1	46.2	48.7	45.1	78.2	75.6	26.3	23.2
Education of family head								
Grammar school	50.7	48.4	48.8	47.7	80.4	79.9	32.0	30.0
Some high school	56.2	55.4	46.4	46.4	82.3	81.5	39.8	35.4
Some college	58.4	55.8	52.0	53.8	85.0	84.4	39.1	37.3
Age of housewife								
Under 35 years	53.7	51.6	44.9	44.7	81.0	78.2	39.2	35.7
35-44 years	56.4	54.5	49.7	54.6	83.4	83.9	42.6	40.9
45 years and over	52.8	51.0	49.1	48.5	81.4	80.7	31.3	28.3

Continued

Source: National Consumer Panel of Market Research Corporation of America.

Table 11.-- Fresh citrus fruit: Percentage of all families buying, by family characteristics and place of residence, October 1951-March 1952 and October 1953-March 1954 - Continued

Item	All grapefruit		Lemons		Limes		All fresh citrus	
	1953-54	1951-52	1953-54	1951-52	1953-54	1951-52	1953-54	1951-52
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
United States	63.2	57.2	52.5	50.4	1.3	1.0	89.1	88.3
Geographic region								
Northeast	70.8	65.1	53.0	53.8	1.4	2/	91.5	90.7
North Central	68.6	63.2	46.5	45.2	1.1	1.4	92.5	89.7
South	51.3	44.1	58.3	50.6	1.1	1.2	81.0	84.5
Mountain and Southwest	54.0	41.5	54.7	54.4	1.4	1.3	88.0	83.6
Pacific	63.5	58.1	52.7	53.5	2.2	2/	86.4	89.5
Size of community								
Farm	46.6	41.1	46.5	39.5	1.0	2/	83.4	82.8
City (population)								
Under 10,000	58.8	50.4	50.4	46.5	2/	2/	86.8	85.9
10,000-99,999	67.3	60.0	53.3	52.5	2/	1.9	90.4	88.7
100,000-499,999	70.1	65.0	53.8	55.4	2.2	2.0	91.1	91.2
500,000 and over	70.6	68.2	56.5	57.3	2.0	1.1	92.6	92.3
Family income								
Upper	69.2	66.1	57.3	57.9	2.2	1.5	92.2	92.0
Upper middle	67.4	61.3	52.9	50.4	1.3	1.0	91.6	90.8
Lower middle	59.1	53.0	51.9	48.2	2/	2/	88.1	87.3
Lower	56.3	48.7	47.3	45.5	2/	2/	84.4	83.2
Size of family								
1 and 2 members	66.1	60.4	53.1	53.0	1.2	1.2	87.8	80.2
3 members	64.4	54.4	54.0	49.5	1.4	1.3	91.2	87.6
4 and 5 members	63.7	59.2	52.9	50.6	1.6	1.1	90.7	89.9
6 and over	51.3	47.0	47.0	43.9	2/	2/	85.0	85.2
Presence of children ^{1/}								
No children	65.7	60.6	55.5	54.0	1.3	1.3	88.2	88.4
Under 6 years	58.5	51.1	48.1	43.5	2/	2/	89.7	87.4
6-12 years	59.7	54.2	50.5	46.3	1.3	1.3	89.5	88.1
13-20 years	59.6	52.9	50.8	49.0	1.7	1.0	89.4	88.5
Occupation of family head								
Executive, professional	74.4	63.4	60.7	61.4	3.3	2.1	93.2	92.0
Clerical, sales, service	69.5	62.5	57.2	57.5	2/	1.5	91.4	91.0
Craftsman, laborer	59.2	54.9	43.2	46.8	2/	2/	88.4	88.5
Farmer	48.9	41.6	46.6	38.6	1.0	2/	83.6	81.6
Unclassified	64.7	55.9	54.1	46.5	2/	2/	86.8	85.2
Education of family head								
Grammar school	56.3	50.7	48.0	46.2	2/	2/	87.2	86.1
Some high school	65.7	58.5	52.9	51.3	1.2	1.0	89.6	89.2
Some college	76.7	73.4	63.9	60.7	3.2	2.0	93.1	92.9
Age of housewife								
Under 35 years	55.4	47.4	42.3	39.4	2/	2/	87.0	84.4
35-44 years	62.9	57.4	52.2	50.5	1.5	1.1	90.2	89.6
45 years and over	65.8	60.1	55.9	53.8	1.5	1.1	89.3	88.8

^{1/} Includes purchases of Texas oranges and those which were not identified as to origin.

^{2/} Too few purchases reported for analysis.

^{3/} Data not available.

^{4/} Classifications in this section are not mutually exclusive, therefore some families are included in two or more groups.

Source: National Consumer Panel of Market Research Corporation of America.

Table 12.-- Fresh citrus fruit: Average number of purchases per buying family by family characteristics and place of residence, October 1951-March 1952 and October 1953-March 1954

Item	California-Arizona oranges		Florida oranges		All oranges ^{1/}		Tangerines	
	1953-54	1951-52	1953-54	1951-52	1953-54	1951-52	1953-54	1951-52
	Number	Number	Number	Number	Number	Number	Number	Number
United States								
Geographic region								
Northeast								
North Central								
South								
Mountain and Southwest								
Pacific								
Size of community								
Farm								
City (Population)								
Under 10,000								
10,000-99,999								
100,000-499,999								
500,000 and over								
Family income								
Upper								
Upper middle								
Lower middle								
Lower								
Size of family								
1 and 2 members								
3 members								
4 and 5 members								
6 and over								
Presence of children ^{2/}								
No children								
Under 6 years								
6-12 years								
13-20 years								
Occupation of family head								
Executive, professional								
Clerical, sales, service								
Craftsman, laborer								
Farmer								
Unclassified								
Education of family head								
Grammar school								
Some high school								
Some college								
Age of housewife								
Under 35 years								
35-44 years								
45 years and over								

Continued

Source: National Consumer Panel of Market Research Corporation of America.

Table 12.-- Fresh citrus fruit: Average number of purchases per buying family by family characteristics and place of residence, October 1951-March 1952 and October 1953-March 1954 - Continued

Item	All grapefruit		Lemons		Limes		All fresh citrus	
	1953-54	1951-52	1953-54	1951-52	1953-54	1951-52	1953-54	1951-52
	Number	Number	Number	Number	Number	Number	Number	Number
United States	7.1	6.8	4.3	4.1	1.6	1.6	17.3	16.2
Geographic region								
Northeast	8.4	8.0	4.9	4.5	1.5	2/	22.1	20.8
North Central	7.0	6.4	3.3	3.5	1.7	1.1	15.7	15.2
South	6.6	6.5	5.0	4.3	1.8	2.4	16.7	14.0
Mountain and Southwest	5.6	5.8	4.2	4.4	1.7	2.3	13.3	12.4
Pacific	5.5	5.9	4.0	4.1	1.4	2/	14.8	13.9
Size of community								
Farm	5.4	4.8	4.2	3.9	1.4	2/	13.0	10.7
City (Population)								
Under 10,000	5.9	5.4	3.7	3.5	2/	2/	14.5	12.8
10,000-99,999	6.3	6.5	4.1	3.7	2/	1.5	16.6	15.6
100,000-499,999	7.7	7.5	4.1	3.8	1.9	1.2	18.4	17.7
500,000 and over	3.3	8.3	5.0	5.0	1.5	1.8	21.2	21.6
Family income								
Upper	7.7	7.5	4.5	4.0	1.8	1.2	19.3	17.7
Upper middle	6.8	6.5	3.8	4.0	1.6	1.8	17.2	16.7
Lower middle	6.7	7.1	4.1	4.1	2/	2/	16.7	16.3
Lower	6.8	6.1	5.0	4.4	2/	2/	15.6	13.9
Size of family								
1 and 2 members	7.7	7.7	4.5	4.5	1.7	1.6	16.8	16.1
3 members	6.8	6.3	4.2	4.1	1.5	1.4	16.9	15.3
4 and 5 members	6.7	6.4	4.1	3.8	1.5	1.7	13.0	17.0
6 and over	6.4	6.6	4.7	4.2	2/	3/	17.4	15.9
Presence of children ^{1/}								
No children	8.0	7.7	4.8	4.5	1.6	1.5	17.8	16.6
Under 6 years	6.0	5.9	3.7	3.5	2/	2/	16.0	15.6
6-12 years	6.2	5.9	4.0	3.6	1.7	2/	17.6	15.8
13-20 years	6.5	6.0	4.2	4.0	1.5	1.9	17.4	15.5
Occupation of family head								
Executive, professional	7.9	7.9	4.1	3.8	1.8	1.8	19.3	18.7
Clerical, sales, service	7.7	7.6	4.7	4.8	2/	1.8	19.2	17.7
Craftsman, laborer	6.5	6.1	4.2	3.8	2/	2/	16.9	16.1
Farmer	5.3	4.9	4.2	4.0	1.0	2/	12.5	10.8
Unclassified	7.6	7.0	5.0	4.3	2/	2/	17.4	15.4
Education of family head								
Grammar school	6.5	6.0	4.2	4.1	2/	2/	16.1	14.6
Some high school	6.8	6.7	4.4	4.0	1.4	1.5	16.9	16.2
Some college	8.6	8.6	4.4	4.4	1.9	1.8	21.3	20.6
Age of housewife								
Under 35 years	5.3	5.4	3.4	2.8	2/	2/	14.0	13.2
35-44 years	6.5	6.5	3.8	3.8	1.8	2.3	17.5	16.9
45 years and over	7.8	7.4	4.8	4.6	1.5	1.3	18.3	16.7

^{1/} Includes purchases of Texas oranges and those which were not identified as to origin.

^{2/} Too few purchases reported for analysis.

^{3/} Data not available.

^{4/} Classifications in this section are not mutually exclusive, therefore some families are included in two or more groups.

Source: National Consumer Panel of Market Research Corporation of America.

Table 13.- Fresh citrus fruit : Average volume of purchases per buying family, by family characteristics and place of residence, October 1951-March 1952 and October 1953-March 1954

Item	California-Arizona oranges		Florida oranges		All oranges 1/		Tangerines	
	1953-54	1951-52	1953-54	1951-52	1953-54	1951-52	1953-54	1951-52
	Dozens	Dozens	Dozens	Dozens	Dozens	Dozens	Dozens	Dozens
United States	6.41	5.21	7.54	7.17	10.33	9.33	2.50	2.58
Geographic region								
Northeast	5.33	4.34	8.33	9.00	11.32	11.29	2.82	3.19
North Central	6.29	5.13	5.42	5.92	8.96	8.68	2.36	2.44
South	2.76	2.63	10.35	7.50	11.52	8.70	2.54	1.99
Mountain and Southwest	5.69	4.61	2.88	3.77	7.98	6.55	1.53	1.55
Pacific	11.58	8.59	1.57	1.61	12.36	9.57	1.60	1.53
Size of community								
Farm	5.63	4.65	7.17	5.78	9.65	7.73	2.35	1.98
City (population)								
Under 10,000	5.75	4.77	7.63	6.20	9.27	8.09	2.41	2.26
10,000-99,999	5.68	4.59	7.71	7.70	9.77	8.72	2.28	2.40
100,000-499,999	6.46	4.93	7.78	7.56	10.90	9.82	2.31	2.33
500,000 and over	7.21	6.07	7.45	8.21	11.23	11.25	2.72	3.08
Family income								
Upper	7.24	5.95	8.51	7.80	11.73	10.14	3.00	2.55
Upper middle	6.25	5.57	7.79	7.48	10.37	9.86	2.38	2.73
Lower middle	6.74	4.71	7.51	7.03	10.58	9.33	2.25	2.57
Lower	5.20	4.48	6.21	6.31	8.42	7.86	2.17	2.40
Size of family								
1 and 2 members	5.42	4.47	6.48	6.05	8.36	7.58	1.85	1.73
3 members	5.92	4.55	7.68	6.76	9.90	8.25	2.23	2.46
4 and 5 members	7.02	5.65	7.79	7.34	11.29	10.63	2.82	2.99
6 and over	8.57	7.19	10.21	8.72	15.03	12.49	3.51	3.57
Presence of children 1/2								
No children	5.67	4.48	6.95	6.53	9.03	8.06	2.02	1.94
Under 6 years	6.18	6.21	7.66	7.57	10.73	11.16	2.58	2.86
6-12 years	7.59	5.63	8.66	7.93	12.52	10.63	2.99	3.12
13-20 years	7.95	6.05	8.71	7.48	12.55	10.15	2.98	3.16
Occupation of family head								
Executive, professional	7.29	5.50	8.00	7.28	11.23	10.17	2.64	2.22
Clerical, sales, service	5.65	4.55	8.63	7.35	10.10	8.89	2.19	2.77
Craftsman, laborer	5.73	4.72	7.31	7.56	10.15	9.98	2.44	3.05
Farmer	5.73	4.21	6.39	5.29	8.98	7.75	2.18	1.90
Unclassified	5.92	4.49	6.78	7.42	9.24	8.52	1.97	2.40
Education of family head								
Grammar school	6.44	5.05	7.55	6.63	10.46	8.65	2.59	2.67
Some high school	5.92	5.13	6.74	7.00	9.33	9.36	2.35	2.67
Some college	7.24	5.80	8.85	8.90	11.88	11.13	2.58	2.18
Age of housewife								
Under 35 years	5.19	5.35	6.15	6.70	8.61	9.03	2.37	2.59
35-44 years	7.28	5.40	8.85	7.78	12.22	10.63	2.83	3.00
45 years and over	6.39	5.07	7.32	6.95	9.97	8.72	2.32	2.25

Continued

Table 13.- Fresh citrus fruit : Average volume of purchases per buying family, by family characteristics and place of residence, October 1951-March 1952 and October 1953-March 1954 - Continued

Item	All grapefruit		Lemons		Limes		All fresh citrus	
	1953-54	1951-52	1953-54	1951-52	1953-54	1951-52	1953-54	1951-52
	Dozens	Dozens	Dozens	Dozens	Dozens	Dozens	Dozens	Dozens
United States	3.03	2.48	2.05	1.85	0.85	0.75	13.82	12.21
Geographic region								
Northeast	2.93	2.53	1.99	1.72	.82	2/	15.38	14.97
North Central	3.51	2.69	1.32	1.29	.65	.57	12.46	11.52
South	2.91	2.22	2.11	2.41	1.03	1.18	15.28	11.25
Mountain and Southwest	2.57	2.17	1.94	2.13	1.33	.98	10.35	8.65
Pacific	2.33	2.19	1.92	2.30	.72	2/	14.23	11.78
Size of community								
Farm	3.18	2.36	2.34	2.21	.70	2/	12.62	9.86
City (population)								
Under 10,000	2.64	2.12	1.88	1.60	2/	2/	12.07	10.04
10,000-99,999	2.72	2.44	1.78	1.60	2/	.63	12.89	11.54
100,000-499,999	3.36	2.56	2.09	1.83	.97	.67	14.86	13.05
500,000 and over	3.14	2.72	2.12	1.96	.73	.69	15.25	15.18
Family income								
Upper	3.31	2.76	2.12	1.72	.86	.60	15.89	13.32
Upper middle	2.94	2.43	1.78	1.80	1.05	.68	13.97	12.96
Lower middle	2.87	2.54	1.80	1.84	2/	2/	13.60	12.34
Lower	2.92	2.09	2.51	2.06	2/	2/	11.52	10.08
Size of family								
1 and 2 members	3.08	2.54	2.03	1.94	.84	.74	11.54	10.12
3 members	2.95	2.29	2.10	1.82	.71	.61	13.44	10.98
4 and 5 members	2.93	2.46	1.84	1.66	.85	.69	15.05	13.85
6 and over	3.31	2.73	2.73	2.20	2/	2/	18.76	15.97
Presence of children ^{1/}								
No children	3.25	2.63	2.25	2.08	.79	.68	12.58	10.90
Under 6 years	2.54	2.26	1.61	1.62	2/	2/	13.64	14.01
6-12 years	2.85	2.23	1.92	1.52	.93	2/	16.15	13.66
13-20 years	3.11	2.43	2.10	1.81	.94	.91	16.37	13.25
Occupation of family head								
Executive, professional	3.16	2.66	1.78	1.48	.93	.88	15.00	13.22
Clerical, sales, service	3.01	2.66	1.90	2.03	2/	.78	13.53	11.98
Craftsman, laborer	2.83	2.26	2.05	1.72	2/	2/	13.85	13.03
Farmer	3.18	2.46	2.39	2.20	2/	2/	11.90	9.80
Unclassified	3.44	2.46	2.68	2.18	2/	2/	13.08	11.02
Education of family head								
Grammar school	3.04	2.33	2.26	1.98	2/	2/	13.77	11.39
Some high school	2.86	2.37	1.94	1.73	.78	.77	12.78	12.12
Some college	3.28	2.93	1.80	1.75	.93	.88	15.65	14.46
Age of housewife								
Under 35 years	2.07	1.85	1.52	1.17	2/	2/	11.01	11.05
35-44 years	2.90	2.40	1.67	1.55	.93	.98	15.63	13.74
45 years and over	3.37	2.67	2.37	2.14	.83	.64	13.88	11.74

^{1/} Includes purchases of Texas oranges and those which were not identified as to origin.

^{2/} Too few purchases reported for analysis.

^{3/} Data not available.

^{4/} Classifications in this section are not mutually exclusive, therefore some families are included in two or more groups.

Table 1b.—Fresh citrus fruit: Average prices paid per dozen by household consumers, by family characteristics and place of residence, October 1951-March 1952 and October 1953-March 1954

Item	California-Arizona oranges		Florida oranges		All oranges ¹ / ₂		Tangerines	
	1951-54	1951-52	1953-54	1951-52	1953-54	1951-52	1953-54	1951-52
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
United States	40.6	46.7	33.9	34.1	37.4	39.6	36.9	34.5
Geographic region								
Northeast	48.8	52.3	38.6	35.6	42.8	41.0	38.4	35.5
North Central	43.3	49.8	35.8	33.7	40.6	42.0	36.6	33.4
South	38.9	44.0	28.0	31.6	29.7	33.0	31.0	31.9
Mountain and Southwest	44.2	48.3	36.6	35.8	40.4	43.8	45.4	38.4
Pacific	30.0	36.4	47.9	44.5	30.6	36.7	42.7	37.0
Size of community								
Farm	40.9	43.1	30.9	34.0	35.1	37.7	36.2	32.8
City (Population)								
Under 10,000	43.6	48.5	31.4	34.5	37.4	40.5	35.4	34.1
10,000-99,999	42.4	47.9	33.5	35.2	37.7	40.4	37.9	34.6
100,000-499,999	40.3	46.7	32.8	32.7	36.1	37.9	34.2	35.4
500,000 and over	39.1	46.6	37.9	34.3	38.9	40.3	38.5	34.6
Family income								
Upper	41.2	47.7	33.9	34.4	38.0	40.8	36.9	35.9
Upper middle	39.0	45.9	33.5	34.0	36.5	39.4	37.6	34.8
Lower middle	41.7	47.0	34.2	34.1	37.7	39.2	36.3	33.6
Lower	40.4	46.0	33.9	33.8	36.9	38.7	36.7	33.3
Size of family								
1 and 2 members	41.3	48.9	34.8	35.3	38.3	41.7	39.3	35.9
3 members	42.6	47.7	34.4	33.7	38.3	39.1	35.2	35.6
4 and 5 members	40.0	46.3	33.7	33.6	37.2	39.0	37.8	34.5
6 and over	38.6	42.6	31.7	33.9	35.0	37.8	33.5	31.5
Presence of children ¹ / ₂								
No children	41.5	48.9	34.8	35.2	38.4	41.2	38.2	35.8
Under 6 years	39.4	43.6	34.1	33.3	36.7	38.0	37.8	34.3
6-12 years	39.1	43.7	33.1	33.3	36.1	37.8	36.3	33.8
13-20 years	40.9	46.8	33.2	33.5	37.0	39.0	36.4	33.0
Occupation of family head								
Executive, professional	38.0	46.8	34.5	34.4	36.6	40.0	37.1	36.2
Clerical, sales, service	43.4	49.7	34.2	34.0	38.0	40.4	37.6	36.8
Craftsman, laborer	42.0	46.5	33.9	33.6	38.2	39.5	36.9	33.3
Farmer	37.9	42.5	30.6	35.1	34.1	37.8	35.9	32.6
Unclassified	39.9	45.4	35.0	34.7	37.6	39.2	35.2	34.9
Education of family head								
Grammar school	42.4	47.4	32.9	34.2	37.4	39.7	36.9	33.8
Some high school	40.0	46.0	34.3	33.7	37.6	39.2	35.9	35.1
Some college	38.2	46.5	35.4	34.5	36.9	39.7	38.7	35.2
Age of housewife								
Under 35 years	39.2	43.6	34.6	33.4	36.9	38.1	37.1	34.7
35-44 years	40.0	46.2	33.0	32.8	36.5	38.3	36.7	33.2
45 years and over	41.5	48.0	34.2	35.1	38.0	40.8	36.9	35.7

Continued

Table 14.—Fresh citrus fruit: Average prices paid per dozen by household consumers, by family characteristics and place of residence, October 1951-March 1952 and October 1953-March 1954—Continued

Item	All grapefruit		Lemons		Limes		All fresh citrus	
	1953-54	1951-52	1953-54	1951-52	1953-54	1951-52	1953-54	1951-52
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
United States	78.4	88.2	46.5	46.2	42.9	38.2	44.3	46.1
Geographic region								
Northeast	89.5	95.5	53.1	49.2	52.4	2/	49.8	47.5
North Central	73.6	82.6	56.1	56.1	50.8	42.9	47.9	44.8
South	71.1	86.6	38.9	39.3	33.7	26.9	35.8	39.3
Mountain and Southwest	77.2	97.0	44.2	44.3	24.0	43.9	46.5	50.3
Pacific	75.8	82.0	45.1	44.1	52.0	2/	37.4	42.7
Size of community								
Farm	71.6	83.4	43.8	44.5	31.5	2/	41.0	43.6
City (Population)								
Under 10,000	78.8	87.2	45.2	45.0	2/	2/	44.0	46.2
10,000-99,999	76.4	87.4	47.5	47.6	2/	36.4	44.3	47.3
100,000-499,999	76.5	92.6	44.8	46.0	33.4	28.5	43.5	46.0
500,000 and over	82.4	88.4	49.2	47.5	55.6	43.9	46.3	46.7
Family income								
Upper	82.0	89.9	47.1	48.8	49.2	49.5	45.4	48.4
Upper middle	77.6	87.7	46.0	45.0	39.5	46.9	43.5	45.5
Lower middle	75.4	87.2	47.0	46.5	2/	2/	43.5	45.3
Lower	76.7	87.1	45.7	44.4	2/	2/	44.4	44.8
Size of family								
1 and 2 members	80.0	91.0	47.7	47.3	38.7	33.7	47.6	50.5
3 members	78.8	86.6	45.6	45.4	42.9	34.4	44.9	45.6
4 and 5 members	76.6	86.4	46.5	46.1	46.5	46.7	43.2	44.6
6 and over	77.6	87.2	44.7	44.9	2/	3/	40.2	42.4
Presence of children 1/								
No children	79.9	90.5	46.8	46.0	40.7	38.9	47.2	49.6
Under 6 years	78.7	84.9	45.1	44.8	2/	2/	42.3	42.5
6-12 years	75.7	86.7	45.5	47.1	44.6	2/	41.3	42.9
13-20 years	77.9	85.0	46.1	45.6	45.8	40.3	42.8	44.0
Occupation of family head								
Executive, professional	82.9	92.5	48.6	48.0	46.5	38.4	45.1	48.2
Clerical, sales, service	80.9	90.2	47.2	47.1	2/	42.3	45.8	48.5
Craftsmen, laborer	76.7	85.2	46.4	46.5	2/	2/	43.9	44.3
Farmer	69.0	83.0	42.2	43.7	37.7	2/	40.3	43.9
Unclassified	78.1	87.6	45.8	44.0	2/	2/	46.3	46.5
Education of family head								
Grammar school	75.3	86.0	45.5	45.2	2/	2/	43.1	45.3
Some high school	78.8	87.3	47.2	46.5	42.2	33.1	44.8	45.6
Some college	83.2	92.8	47.6	48.5	44.6	32.1	45.5	48.6
Age of housewife								
Under 35 years	76.3	87.1	44.7	47.1	2/	2/	42.0	42.8
35-44 years	78.3	86.0	46.5	45.8	43.2	36.6	42.5	43.6
45 years and over	78.8	89.3	46.7	46.3	44.9	42.2	46.1	49.6

1/ Includes purchases of Texas oranges and those which were not identified as to origin.

2/ No few purchases reported for analysis.

3/ Data not available.

4/ Classifications in this section are not mutually exclusive, therefore some families are included in two or more groups.

Source: National Consumer Panel of Market Research Corporation of America.

Table 15.-- Fresh citrus fruit: Volume of purchases per 1,000 capita, by family characteristics and place of residence, October 1951-March 1952 and October 1953-March 1954 ^{1/} - Continued

Item	All grapefruit		Lemons		Limes		All fresh citrus	
	1953-54	1951-52	1953-54	1951-52	1953-54	1951-52	1953-54	1951-52
	Dozens	Dozens	Dozens	Dozens	Dozens	Dozens	Dozens	Dozens
United States	556	406	307	267	3	2	3,556	3,093
Geographic region								
Northeast	602	475	305	267	3	3/	4,077	3,921
North Central	707	507	180	173	2	2	3,358	3,075
South	401	252	473	314	3	4	3,382	2,449
Mountain and Southwest	414	266	319	343	5	4	2,693	2,142
Pacific	449	389	311	375	5	3/	3,800	3,216
Size of community								
Farm	390	246	264	221	2	3/	2,700	2,066
City (Population)								
Under 10,000	435	311	268	217	3/	3/	2,975	2,511
10,000-99,999	555	458	284	264	3/	4	3,550	3,204
100,000-499,999	692	477	332	291	7	5	4,002	3,417
500,000 and over	653	550	353	334	4	2	4,170	4,162
Family income								
Upper	623	486	326	264	5	2	3,942	3,263
Upper middle	538	410	257	251	4	2	3,455	3,249
Lower middle	466	372	249	245	3/	3/	3,248	2,905
Lower	597	343	420	315	3/	3/	3,530	2,826
Size of family								
1 and 2 members	1,124	833	593	558	6	5	5,574	4,845
3 members	633	415	368	301	3	3	4,048	3,205
4 and 5 members	423	336	215	194	3	2	3,118	2,872
6 and over	242	187	176	141	3/	4/	2,214	1,905
Presence of children ^{2/}								
No children	996	696	574	491	4	4	5,132	4,207
Under 6 years	264	237	146	144	3/	3/	2,350	2,507
6-12 years	347	249	194	146	2	3/	2,929	2,484
13-20 years	390	268	220	184	4	2	3,057	2,439
Occupation of family head								
Executive, professional	707	554	326	276	9	6	4,246	3,704
Clerical, sales, service	576	521	298	366	3/	4	3,403	3,418
Craftsman, laborer	474	319	278	208	3/	3/	3,447	2,975
Farmer	432	259	280	216	1	3/	2,676	2,059
Unclassified	751	507	481	373	3/	3/	3,822	3,459
Education of family head								
Grammar school	483	330	298	256	3/	3/	3,336	2,747
Some high school	532	393	290	251	2	2	3,253	3,071
Some college	826	684	372	337	9	6	4,889	4,271
Age of housewife								
Under 35 years	265	213	148	112	3/	3/	2,244	2,268
35-44 years	433	330	206	188	3	2	3,302	2,954
45 years and over	512	545	474	392	4	2	4,479	3,551

^{1/} These figures represent the average volume of purchases per 1,000 capita, based upon all families, including those not making purchases during the 6-month period.

^{2/} Includes purchases of Texas oranges and those which were not identified as to origin.

^{3/} Too few purchases reported for analysis.

^{4/} Data not available.

^{5/} Classifications in this section are not mutually exclusive, therefore some families are included in two or more groups.

Source: National Consumer Panel of Market Research Corporation of America.



A map of the United States divided into six major regions, each outlined with a thick black border. The regions and their percentages are: Pacific (10.1%), Mountain (8%), Southwest (9.8%), North Central (29.7%), South (22.4%), and Northeast (28.0%). The map also shows state boundaries with dashed lines and state abbreviations. The regions are labeled in large, bold, sans-serif capital letters. The percentages are placed within each region's boundary.

Region	Percentage
Pacific	10.1%
Mountain	8%
Southwest	9.8%
North Central	29.7%
South	22.4%
Northeast	28.0%

